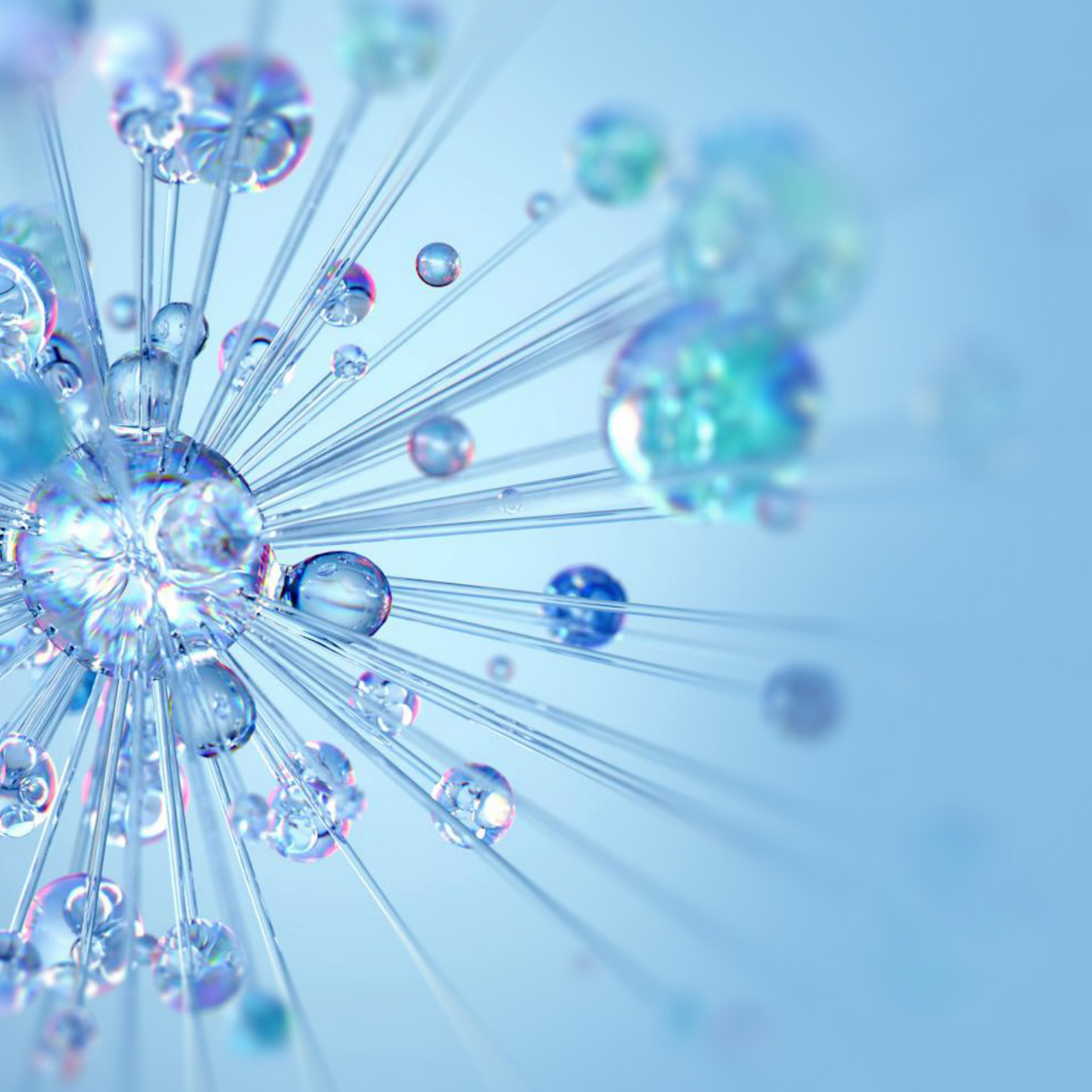


Meet our
2026
finalists





The award



This year, Apteco Live celebrates 20 years of data insight, innovation and community. To mark the occasion, we're bringing the award competition to the iconic Royal Institution in London – and it's your turn to take centre stage.

All delegates will be given the opportunity to vote for their favourite entry following a short video presentation from each of the finalists. The Apteco judges have already scored each entry and selected the finalists. The final score will be an equal combination of the judge's points and delegate voting. The entry with the highest total score will win.

What are the Apteco judges looking for?



Creative application of data and insight to achieve marketing and business goals



Strategic thinking – how Apteco helped shape, evolve or transform your approach



Clear commercial impact – from ROI and performance gains to efficiency and process improvements



Innovative and effective use of Apteco technology



Meaningful improvements to the customer experience

Carnival UK & HH Global

Support the customer journey from booking to embarkation

Silvia-Marie Brent, CRM Lifecycle Manager, Carnival UK and Justyna Hilditch, Technical Account Director, HH Global

Launching in April 2026, the P&O Cruises Pre-Cruise Journey was built in Apteco PeopleStage to support customers from booking through to the day before embarkation. Given the varied booking lead times, the journey was designed to accommodate customers entering more than a year before sailing, as well as those booking only a few months or weeks in advance.

The journey is organised into three core stages: Foundation, Anticipation and Realisation. Communications increase in frequency as customers approach their embarkation date, ensuring each message is timely, relevant and aligned to the customer lifecycle. PeopleStage proved highly effective in managing the journey's complexity, including multiple entry points, varied timings, completion rules and tailored content for different customer groups, cruise types, cruise lengths and destinations.

A key strength of the build was its use of FastStats-powered dynamic content. Customer data informed personalised communications, while feedback was used to understand each guest's reason for booking: Adventure, Celebration, Foodie or Relaxation. Once selected, this motivation shaped the wider pre-cruise journey, creating a more relevant and engaging experience. Customers who provided a booking reason achieved stronger open and response rates.

The results clearly demonstrate the impact of this approach. The journey achieved an average open rate of 84 % and an average click-to-open rate of 30%, with some service emails reaching around 88% open rates and click-through rates of around 38%. It also positively influenced add-on purchases, including shore experiences, dining and other packages. These strong engagement levels highlight the value of timely, data-led and personalised communications. Overall, the campaign has been very well received by both the business and customers, providing a scalable framework that improves the customer experience while showcasing the capabilities of PeopleStage and FastStats.



Marie Curie & Wood for Trees, Salocin Group

To deliver a single resilient, visible, testable supporter journey

Steph Gray, Senior Data Insights Planner, Marie Curie and Nick Cook, Head of Business Applications – Apteco, Wood for Trees, Salocin Group

Wood for Trees has worked with Marie Curie for over 10 years, where they first used FastStats and Cascade de-duplication, through to PeopleStage-built supporter journeys. But by 2026, Marie Curie's telemarketing activity had grown into 9 separate campaigns across legacy, regular giving and lottery, each on its own schedule with its own manually built selection. Segmentation had drifted out of date, manual exclusions were needed on every run to stop double-contacting supporters, and volumes were unpredictable – leading to last-minute delays and fundraising teams competing for calling capacity. Worst of all, supporters could theoretically receive multiple types of ask across the year, but nobody could be sure it was happening.

Working with Wood for Trees, Marie Curie set out to solve this by combining every telemarketing campaign into a single supporter journey, built in Apteco Orbit on top of the same FastStats data model the Selections team already used daily. Using Orbit's section functionality, callable supporters are split by product then routed initially into 9 individual campaign sections – Regular Giving splitting into four journeys, lottery into three, and legacy into two – with consistent logic, checks, and constraints (including a three-month contact limit which is reduced to 10 weeks or 2 months in the journey in case any of the dates slip) applied throughout. Along the way, 102 output fields across the 9 old campaigns were consolidated to 65, with consistent naming. Plus a PeopleStage user took on the entire build after just a demo and minimal training.

Two quarters in, the results speak for themselves. Marie Curie has selected 13% more supporters for calling, and supporters are 3% more likely to appear in a second telemarketing campaign – clear evidence the journey is achieving its core aim of moving people between asks. RG upgrade calling is up 17% year-on-year, with pledge rates up three percentage points. Behind the scenes, the team has already cut roughly nine hours of manual selection work per quarter from just six of its campaigns, with a legacy campaign and further ad hoc activity still to add to that saving. This is a genuine step-change: from ten fragile, manual processes to one resilient, visible, testable journey – delivering more calls, better results, and hours back to the team every quarter.



Agria Pet Insurance & Paragon DCX

Getting the right message to pet owners at the right moment

Heather Scott, Senior Customer Marketing Manager, Agria Pet Insurance and
Sally Phillips, Head of Data and Systems, Paragon DCX

Free cover is a vital source of new lifetime policies for Agria, but conversion to paid cover was lower than we wanted. Given the importance of this audience to our business, even a small improvement could make a significant commercial difference.

The challenge was getting the right message to pet owners at the right moment. With all the excitement and demands of welcoming a new pet, arranging lifetime insurance can easily slip down the list – and with free cover activated through our partners (vets, breeders, microchipping organisations) the pet owner might not know anything about us or our cover. We needed to understand what would make our communications more timely, relevant and effective.

We used Apteco to understand where we could make the biggest difference, looking at:

- how different elements of the existing journey were performing
- when messages and prompts would be most useful to pet parents
- how our audience had changed over time, and what that meant for how we communicated with them
- which segments offered the greatest potential for a valuable long-term relationship

Those insights shaped a new communications journey, driven through Apteco. We focused on timing messages around pet parents' needs, intelligent and valuable personalisation, particularly for priority audiences, and more engaging content. The most visible expression of this was our new personalised welcome video. Using Apteco data, we could greet customers and pets by name, then use their breed and colour to select imagery showing a pet that looks like theirs. Breed-specific content also helped us build trust and demonstrate our expertise by highlighting characteristics and potential issues that owners should know about.

The result was a welcome that felt less like an insurance communication and more relevant to a pet owner and their new arrival. Most importantly, it worked: The welcome video email generated 30% higher click rates compared to the control and generated a 13% uplift in conversion to lifetime cover.







Apteco

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Live
20TH EDITION