

Why marketers need a CRM marketing companion

Turn CRM data into smarter targeting, stronger engagement and faster growth.



Enhance

Unify

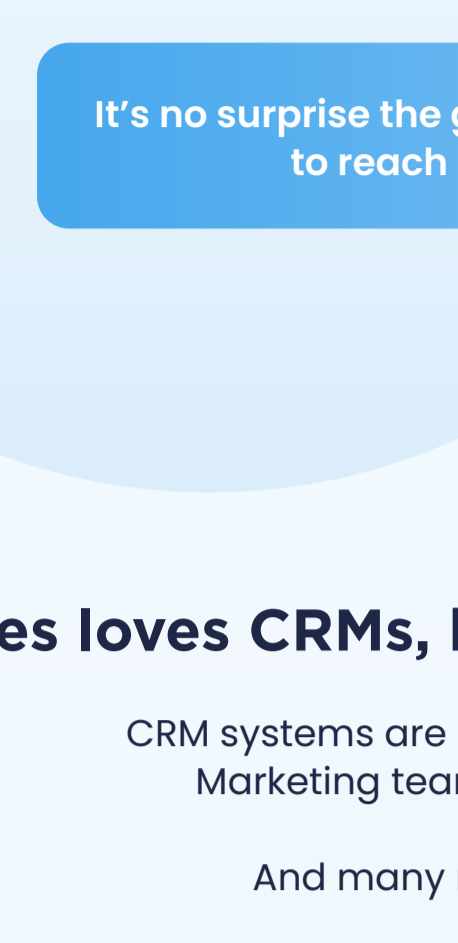
Activate

Scale

CRMs are essential to modern business

91% of companies with 10+ employees now use a CRM to manage prospects and customers!

When used effectively, CRM platforms can:



It's no surprise the global CRM market is projected to reach \$262 billion by 2032².

Sales loves CRMs, but marketing needs more

CRM systems are built to manage relationships. Marketing teams need to activate them.

And many marketers feel the gap.



50%
of users are dissatisfied with their CRM³

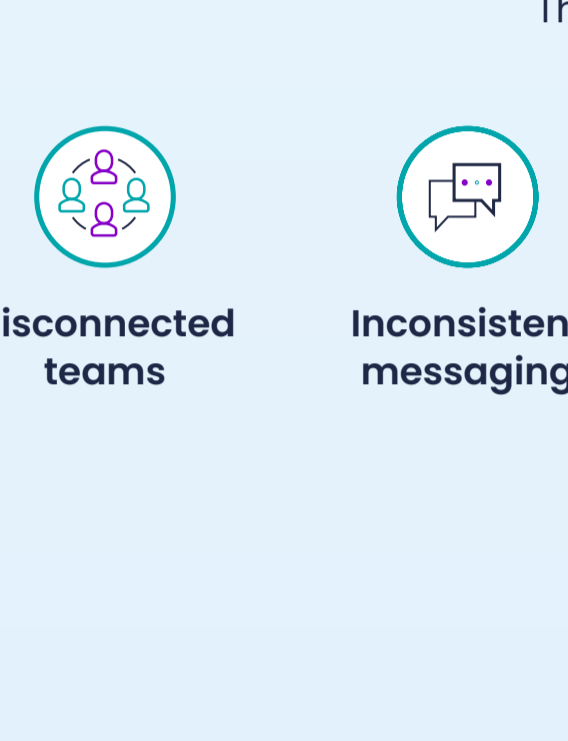
56%
say data silos make it difficult to see the full customer picture⁴

45%
say complex technology slows them down³

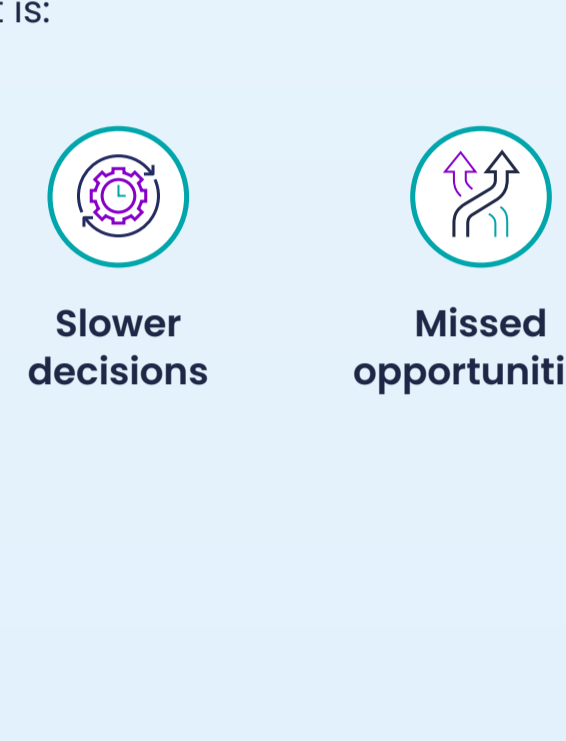
18%
say limited functionality leads to costly add-ons³

The sales and marketing disconnect

When teams work from different systems, insight gets lost.



81%
of B2B companies report friction between sales and marketing⁴.



56%
of marketers say they don't get feedback from sales on lead quality or customer insight⁴.

The result is:



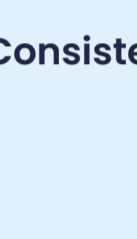
Disconnected teams



Inconsistent messaging



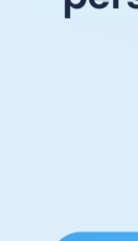
Slower decisions



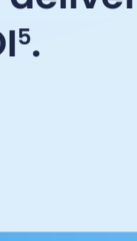
Missed opportunities

What marketers actually need

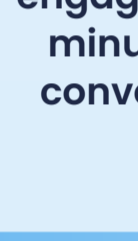
Modern marketing moves fast. Customers expect communications that feel:



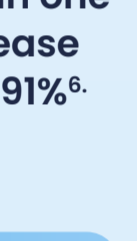
Relevant



Personal



Timely



Consistent



Marketing needs speed, precision and connected data.

What is a CRM marketing companion?

A CRM marketing companion works alongside your existing CRM. It doesn't replace what already works. It complements your CRM, making it smarter for marketing.

It helps you:



Connect all your customer data



Build better audiences



Create stronger campaigns



Turn insight into action

4 key areas of a CRM marketing companion



Enhance

Retain the CRM you already trust, and add the marketing capability you've been missing alongside it.

- Keep your existing CRM in place
- Add advanced marketing capability without disruption
- Access deeper analytics and segmentation
- Understand long-term campaign performance and trends

The result is:

- Better targeting
- Stronger engagement
- More confident decisions



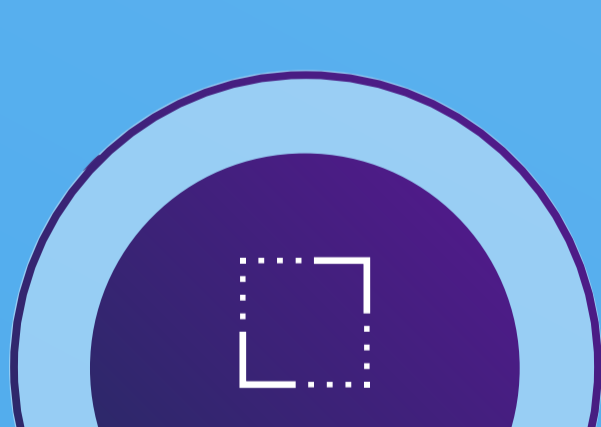
Unify

Marketing rarely runs on CRM data alone. Transactions, website behaviour, email engagement and campaign responses all matter.

- Combine CRM with your other data sources
- Keep your data updated automatically
- Remove manual reporting and spreadsheet stitching
- Access ready-made dashboards for instant insight

The result is:

- One customer view
- One version of the truth
- One team working smarter



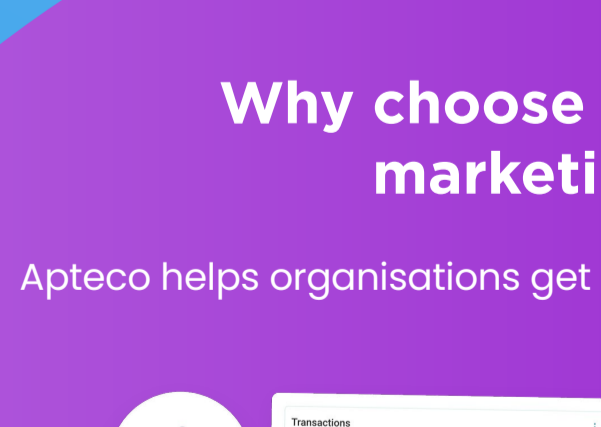
Activate

Insight means nothing without action. A CRM marketing companion empowers marketers to:

- Build targeted audiences without coding
- Identify high-value and high-potential customers
- Push scores, models, and profiles
- Push audiences back into your CRM
- Trigger campaigns across channels

The result is:

- Faster campaigns
- More relevant messaging
- Better marketing ROI



Scale

Marketing cloud upgrades can be expensive and complex implementations slow teams down.

A CRM marketing companion helps you:

- Lower your total cost of ownership
- Implement quickly, often in weeks
- Avoid costly re-platforming
- Choose flexible deployment options

The result is:

- Less risk
- Lower cost
- More marketing freedom

Why choose Apteco as your CRM marketing companion?

Apteco helps organisations get more value from the CRM they already trust.



With Apteco, you can:

- Unify CRM, behavioural and transaction data
- Build unlimited audiences
- Share dashboards across teams
- Create faster, smarter campaigns
- Feed insight back into your CRM

All without the cost, disruption or complexity of replacing your core system.



Keep your CRM and unlock its marketing potential

Download our free guide to discover how Apteco helps marketing teams turn CRM data into action.

DOWNLOAD NOW

Sources:

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