

Trajectory Announces Strategic Partnership With Technology Provider Appature Inc.

By Eric Brody, Trajectory President

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Trajectory branding & marketing has formed a strategic partnership with technology provider Appature Inc. The partners provide Trajectory clients the benefits of deeper customer insight, stronger relationships, smarter measurement and increased ROI.

MORRISTOWN, NJ – Trajectory branding & marketing has formed a strategic partnership with Seattle-based technology provider Appature Inc. The partnership provides Trajectory clients with opportunities to leverage customized enterprise marketing management tools to:

- more tightly integrate sales and marketing functions
- deliver targeted and personalized marketing campaigns with real time measurement
- track web site performance
- develop online training and promotional modules effortlessly
- learn more about customers through a rich set of business intelligence and analytics
- maximize tradeshow results by allowing companies to seamlessly manage and activate attendee leads
- provide a 360 degree perspective on customers
- strengthen the bottom line

Trajectory President Eric Brody stated that "our clients are making more data-driven marketing decisions and Appature's technology solutions allow us to meet these needs in very efficient ways, while also helping them insure more relevant and meaningful connections with customers and prospects. Their philosophy of surprisingly simple™, delivered through SaaS (software as service), also means less cost and hassle for clients and their IT departments."

Adds Appature CEO Kabir Shahani "partnering with Trajectory is a step forward in helping more marketers gain access to meaningful customer information, which then allows them to engage both customers and prospects with more personalized messages through the right channels. By adding Trajectory to our portfolio of partners, in turn we are able to provide our customers with access to their guidance and insights."

About Trajectory

Founded in 1999, Trajectory (<http://www.trajectory4brands.com>) is an integrated brand development and marketing firm that re-energizes brands by helping clients see new possibilities, carve out stronger competitive positions, create more dynamic brand relationships and build higher margin business. The company works in industries where it has deep experience and expertise – Health & Healthy Lifestyles, Associations & Non-Profits, Leisure Destinations. For more information, contact Eric Brody, President, Trajectory, 973-292-1400, x201 or eb@trajectory4brands.com.

About Appature

Appature is a seasoned technology provider specializing in Enterprise Marketing software. We believe that enterprise-grade software should be robust, responsive and intuitive, so everyone who uses it can do so effectively. This is encompassed in our mission of delivering "surprisingly simple"™ technology that helps our customers easily consolidate information, take action, and gain deeper customer insight. Our products allow marketers to reach customers more effectively, create cross-channel opportunities, and increase marketing ROI. For more information, please contact us at 206-493-5450 or info@appatureinc.com.

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