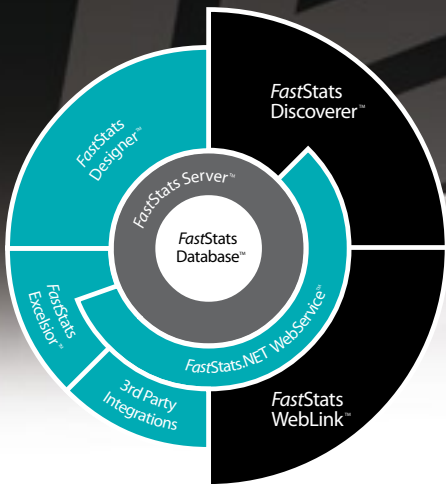


FastStats Cascade™



Integrated campaign management

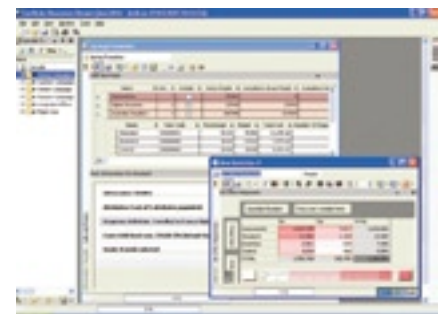
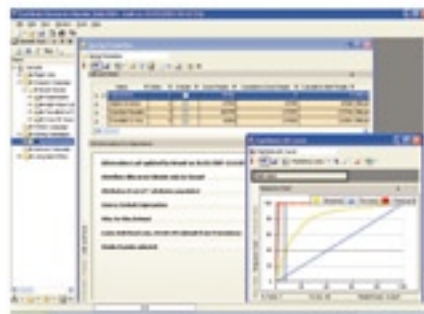
► Co-ordinated direct marketing campaigns

FastStats Cascade is a specialist campaign management module within FastStats Discoverer™ and FastStats WebLink™ designed to co-ordinate and manage multiple direct marketing promotions administered by different users. Highly targeted segments created using FastStats can now be used to plan, budget, measure and analyse your direct and digital campaigns in a seamless analysis and marketing environment.

Whether you are handling numerous creative pieces across highly targeted customer segments or large volume mailings to your prospect base, FastStats Cascade makes even the most complex DM strategies easy to implement.

► Centralised control across channels and brands

FastStats Cascade enables multiple users to organise the marketing process and record campaign activity for ongoing measurement of results. Cascade provides volume, cost, revenue and return information for reporting and supports decision making for marketing activity. Multi channel/brand environments can be managed to ensure that permission based marketing business rules are adhered to.



Benefits:

- Measure the lift achieved by your marketing
- Improved campaign measurement and management
- Co-ordinate marketing campaigns across departments
- Integrated within analysis and visualisation tool
- Flexible audited approach
- Reduced planning times
- Reduced costs
- Familiar, easy to use interface
- Accurate performance measurement
- Shared group working environment
- Multi channel campaign execution and response management

► Reduce planning timescales

FastStats Cascade benefits from the inherent targeting and analysis speed of FastStats which means the end to end time to plan, create and execute a campaign can be vastly reduced. Operating within an easy to use and familiar Windows interface means reduced training and happier users.



FastStats Cascade™

Features:

- ▶ Handles campaigns, promotions, cells and pack levels
- ▶ Cost and budget control
- ▶ Multi level hierarchical de-dupe
- ▶ Scheduled campaigns
- ▶ Workflow controls
- ▶ Response analysis
- ▶ Testing and control packs
- ▶ Pack split templates
- ▶ Seed management
- ▶ Direct links to email broadcasting and digital marketing platforms
- ▶ Enforcement of business rules
- ▶ Data protection controls
- ▶ Key coding



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FastStats™
Marketing Data Analysis Software

▶ Create de-duplicated marketing communications

FastStats Cascade enables users to manage massive marketing campaigns containing promotions each with a hierarchy of targeted cells. Cascade reconciles these multiple target groups into a single deduplicated marketing communication within volume and budgetary limits with one per household, seeding and test groups.

▶ Interactive selection of target groups

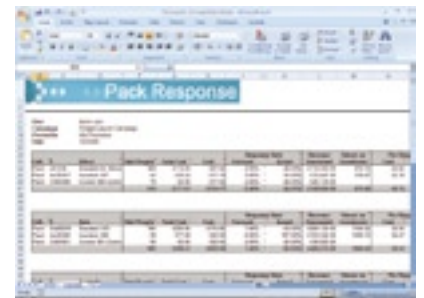
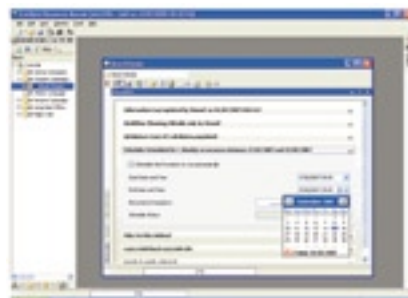
Targeted groups may be identified from any of the many selection methods available within FastStats: current or saved selections; analysis results; reference number files; exclusions; modelled scores or Venn diagram segments.

▶ Schedule campaigns to run automatically

Promotions can be scheduled to run at a date, time and frequency, allowing marketers to automate regular processes and trigger specific communications.

▶ Measure campaign response

A suite of reports delivered through Microsoft Excel provide marketing users with easy to understand measures of the FastStats Cascade marketing activity. Using flexible response identification rules, FastStats Cascade reports aggregate the total revenues generated from different elements of the marketing activity and then provide measures such as ROI, cost per response, average order value etc.



▶ Seamless integration with digital broadcasters

FastStats Cascade can be linked directly to operational databases and integrates with several digital platforms allowing the required segments to be uploaded seamlessly into a broadcasting environment.

▶ Improve future campaigns

The net promoted records can be used in FastStats for reporting, response analysis, export, suppression etc. This allows the user to improve the performance of future communications by harnessing the power of FastStats' analytical tools.