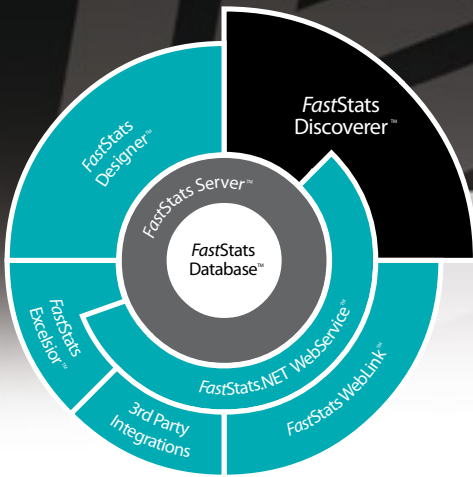


FastStats Discoverer™



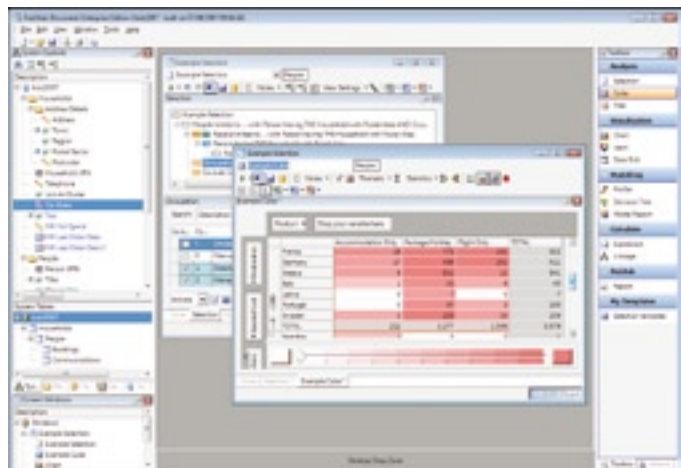
Interactive data exploration & visualisation

► Achieve more efficient and effective marketing

FastStats Discoverer is our pioneering data visualisation tool for train of thought analysis and marketing insight. FastStats Discoverer provides powerful marketing analysis with a truly easy to use Windows interface, enabling marketers to gain valuable insight to improve both the efficiency and cost effectiveness of their marketing activities.

Using FastStats Discoverer you can:

- Target markets with easy data selections and cross tabulations
- Produce stunning charts and Venn diagrams
- Create customer and marketplace segments directly from visualisations
- Produce PDF reports and transfer analysis into Excel, Word and PowerPoint
- View and sort sample data on grids
- Export data in a wide variety of formats or directly to an email broadcaster
- Perform basket and transaction analysis
- Use expressions and wizards to derive new variables
- Create and save templates for quicker analysis



► Simple to use “drag and drop” interface

Using a consistent and intuitive “drag and drop” approach throughout, FastStats Discoverer provides a unique combination of speed and power for data exploration and understanding. Every drag and drop action automatically results in a query that can be saved and reused with ease. FastStats Discoverer’s analysis options are virtually unlimited as any technique can be applied to any results in any order.

Benefits:

- Understand customer and prospect behaviour
- Create robust and repeatable marketing processes
- Create segments for accurate targeting
- Measure, analyse and report on response
- Fingertip access to data outside the IT department
- Secure storage and access to customer, transaction and marketing data
- Speedy analysis of large datasets
- Create powerful visualisations for immediate insight
- Follow your natural train of thought
- Easy to use, intuitive Windows interface for all levels of users
- Low cost of ownership



FastStats™
Marketing Data Analysis Software

www.apteco.com

FastStats Discoverer™

Features:

- ▶ Create data selections and cross tabulations
- ▶ Produce graphs and Venn diagrams
- ▶ Transfer results into Excel, Word and PowerPoint
- ▶ Export data in many formats
- ▶ Produce scheduled and ad-hoc PDF reports
- ▶ Upload data directly to digital marketing providers
- ▶ Perform basket and transaction analysis
- ▶ Use expressions and wizards to derive new variables
- ▶ Additional modular analysis options available

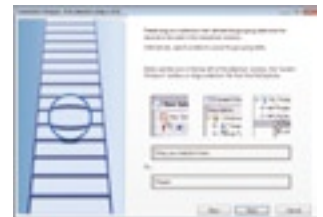
▶ Identify segments for highly targeted campaigns

FastStats Discoverer contains a number of key marketing analysis tools to fulfil your segmentation and targeting requirements. Standard tools include Selections, Cubes, Trees, Charts, Venns and Data Grids. These tools can be used to develop analysis workbooks that you can save and use to create reports for distribution to your colleagues. Highly targeted campaigns can be created by highlighting areas of visualisations and creating new segments using interactive drag and drop.



▶ Wizard driven processes

FastStats Discoverer also includes easy to follow step by step Wizards for transaction and basket analysis. Understanding the patterns of transactions undertaken by your customers enables you to enhance your communications based on their most likely behaviour, as well as providing cross and up selling opportunities to increase revenue.



Additional wizards provide help with data aggregation, geographic analysis, new variable creation and digital marketing. The email broadcasting wizard enables you to output email and SMS data directly to a number of online digital broadcasters. This ensures that the transition of data to your fulfilment channel is as seamless and simple as possible. Response data can also be captured by FastStats in close to real time for analysis purposes.

▶ Additional FastStats modules for greater analysis options

Extra modules plug in to FastStats Discoverer seamlessly for additional data modelling, profiling, mapping, reporting and campaign management functionality. This provides a flexible approach to increasing the scope of integrated functionality that FastStats Discoverer can offer.

▶ Connect to FastStats from any location

FastStats Discoverer Enterprise Edition connects to the FastStats.NET WebService and provides Internet accessibility, scalability and resilience for marketing workgroups based anywhere in the world.



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info@apteco.com

+44 (0)1926 407565



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