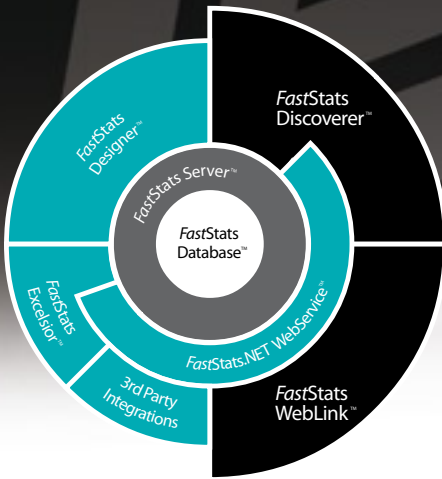


# FastStats Modelling™



## Understanding your customers

### ► Informed targeting decisions

Understanding the characteristics of your customers and your strengths and weaknesses across market sectors is a prerequisite of any marketing activity. The Modelling Module within FastStats Discoverer™ and FastStats WebLink™ uses market penetration, customer profiling, patented Predictive Weight of Evidence (PWE) scoring and decision trees\* (including CHAID) to help inform your targeting decisions.

Data modelling using FastStats is not only powerful, but fast, intuitive, simple to use and designed with the marketer in mind.

- Increase response rates by targeting more effectively
- Use your customer profile to find more of the same
- Cross & up sell to the most responsive existing customers
- Focus on markets and sectors with high potential
- Recognise those customers who are likely to lapse

### ► Customer profiling – discover the key characteristics of your customers

Profiling typically compares your current customers against your prospect database or a "data universe" if available. Processing millions of records in just a few seconds, FastStats produces a profile report which highlights the characteristics that are statistically most prevalent within your existing customer base. You can then use this information to source more records with the same characteristics for lead generation and prospecting purposes.

FastStats also allows you to compare two groups of customers that have been acquired from different channels or have responded to different campaigns. This means that significant characteristics can be identified and utilised in future communications.

Market Penetration and Potential reports within FastStats show the sectors in which you are under and over represented. This enables you to develop marketing strategies for those markets offering the largest potential opportunities and avoid those that are already saturated.



## Benefits:

- Increase response rates by targeting more effectively
- Use the profile of your best customers to acquire more
- Cross and up sell to your most responsive clients
- Suitable for marketers and analysts
- Process millions of records in seconds
- Build models and campaigns in one integrated environment
- Powerful graphical interface with intuitive drag and drop technology



**FastStats™**  
Marketing Data Analysis Software

[www.apteco.com](http://www.apteco.com)

# FastStats Modelling™

## Features:

- ▶ Produce market penetration, potential and customer profiling reports
- ▶ Develop models to score, rank and segment your database
- ▶ Use patented Predictive Weight of Evidence (PWE) methodology
- ▶ Create decision tree models (including CHAID)
- ▶ Make selections from model results
- ▶ Use model reports to calculate optimum ROI

## ▶ Data modelling – predict the behaviour of prospects and customers

Once your customer profile has been created a model can be applied which scores, ranks and segments every record in your FastStats database. FastStats offers two main modelling techniques:

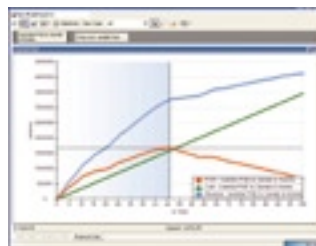
- ▶ **Profiling** – Using a patented Predictive Weight of Evidence (PWE) method that combines widely recognised Information Theory and Bayesian Probability, this technique scores individual customers and prospects and is fast, automatic and requires a minimum of user input.



- ▶ **Decision Tree Models (including CHAID)** – This method produces a set of rules which are ranked to identify distinct segments or groups which contain proportionally more of your best customers and prospects. Decision Trees are particularly good for applying to external databases.

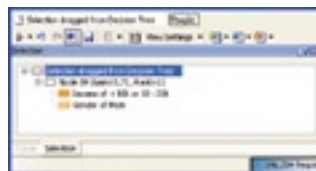


## ▶ Model evaluation – calculate the maximum return on investment



The Model Report tool within FastStats allows you to test the model using a hold-out sample. By inputting business financials, such as costs and revenue, this tool enables you to identify the point at which your model produces the maximum return on investment or keeps you within budget.

## ▶ Data selections – apply your analysis to campaigns



FastStats makes it easy to create selections on the results of your model ready for your next marketing campaign. These selections can be exported for use in their own right or used directly in the FastStats campaign planning module – Cascade, which allows you to plan, budget and analyse your DM activities in a seamless and measurable fashion.

## ▶ Integrated analysis - streamline your marketing processes

FastStats streamlines the process of creating and applying scoring models in order to select customers for marketing campaigns. By avoiding the need to create models using external applications and then applying the model back into the original database, the time and technical capabilities required to produce accurate and insightful models is significantly reduced.

*\* Decision tree functionality is not available using FastStats WebLink.*



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