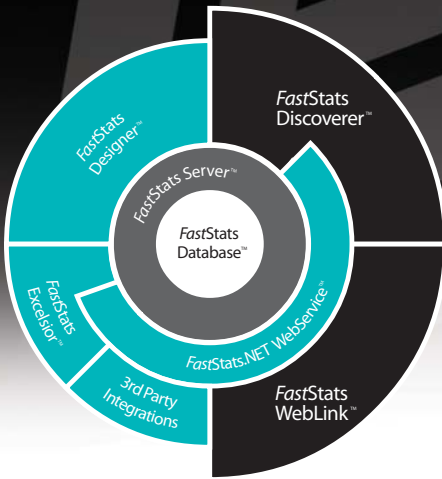


# FastStats Modelling™



## 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, decision trees\* (including CHAID) and clustering\* 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
- Detect groups of customers with similar characteristics

### ► Customer profiling – discover the key characteristics

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. Market Penetration and Potential reports show the sectors in which you are under and over represented.

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.



### ► 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.

## Benefits:

- Increase response rates by targeting more effectively
- Use the profile of your best customers to acquire more
- Identify markets with the most potential
- Cross and up sell to your most responsive clients
- Detect groups of customers with similar characteristics
- 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 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)
- ▶ Identify clusters using the K-Means technique
- ▶ Make selections from model results
- ▶ Use model reports to calculate optimum ROI

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

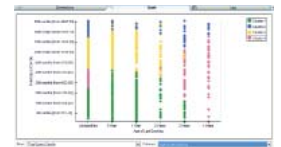
Once your customer profile or cluster analysis has been created a model can be applied which scores, ranks and segments every record in your FastStats database. FastStats offers three main modelling techniques:

- ▶ **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.

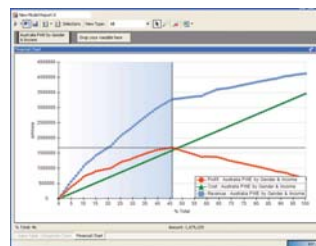
- ▶ **Decision Tree Models (including CHAID)** – This method produces a set of rules which are ranked to identify distinct segments or groups which contain proportionally more of your best customers and prospects. Decision Trees are particularly good for applying to external databases.



- ▶ **Clustering** – Cluster analysis identifies groups of customers and prospects with similar characteristics. This method uses the K-Means technique to allocate each record to the nearest cluster centre, enabling you to better visualise and segment your database.

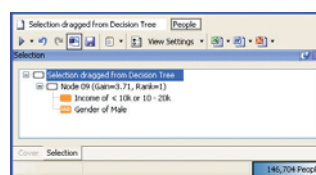


## ▶ Model evaluation – calculate the maximum ROI



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 (ROI) 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.



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**FastStats™**  
Marketing Data Analysis Software

\* Decision Tree and Clustering functionality is not available using FastStats WebLink.