

FastStats PeopleStage™

Campaign Management & Automation Software



With the unique power & automation of FastStats PeopleStage™



we can get your marketing communications flowing smoothly

Visualise, implement & refine your marketing processes

FastStats PeopleStage is an interactive multi-channel campaign management application. It enables multiple users to implement marketing process flow diagrams that describe and automate your marketing. Using FastStats PeopleStage you are able to plan highly personalised and timely marketing communication programmes that operate automatically ensuring your customers and prospects feel understood and valued.

This powerful and easy to use software offers new levels of visualisation, interaction and automation for direct marketers. Working alongside the FastStats analytical applications users are able to utilise powerful segmentations, analysis and predictive models for targeting and personalisation.



Benefits

- ▶ Define your marketing processes as diagrams
- ▶ Automate and coordinate complex communications
- ▶ Personalise each message for every recipient
- ▶ Use powerful analytics results easily for segmentation
- ▶ Readily identify which parts of your marketing generate lift
- ▶ Manage interactions with each individual
- ▶ Easy to understand campaign performance reports
- ▶ Refine your processes to increase returns
- ▶ Fast to learn, easy to use and powerful
- ▶ View appropriate levels of detail for your role
- ▶ Trigger more timely, event-driven communications
- ▶ Quick start your campaigns using existing templates
- ▶ Supports multiple users working as a team



FastStats™
Marketing Data Analysis & Automation Software

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Direct the flow of communications

The highly visual, zoom-able FastStats PeopleStage interface enables users to design multi-stage, multi-channel marketing processes to trigger more timely automated communications that take every interaction with the recipient into account. PeopleStage uses customer and prospect data together with near real time responses from digital marketing channels and a wide variety of data transactions in the FastStats database to control the flow of individuals through marketing process diagrams. These marketing processes can be structured into Programmes, Areas, Campaigns and Messages each of which may be subject to constraints by budget, volume, channel and concurrency.

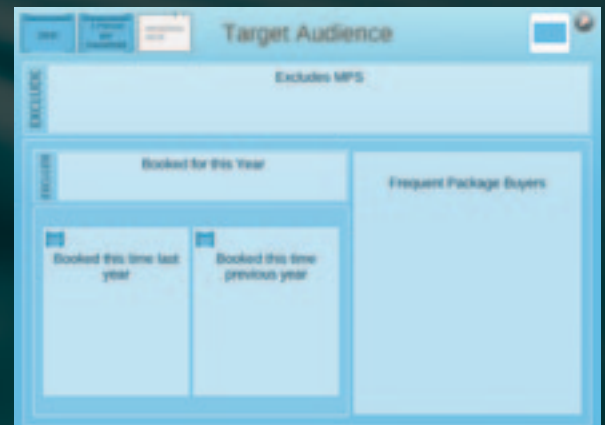
The FastStats PeopleStage engine operates continuously, monitoring events to move people through the stages of your marketing processes. You control the mix of messages delivered to your recipients while leaving the system to react automatically to their actions or inaction. You remain in control at all times by defining the scheduling of activity and the budget and volume constraints to apply.



Create highly personalised messages

FastStats PeopleStage allows you to highly personalise each message for every recipient and to incorporate tests to measure campaign performance. This personalisation can be driven by data values, by rules or purely randomly with control groups to test marketing treatments.

The combination of personalisation and testing can create thousands of variations in how a message is expressed, resulting in a tailored communication that treats people as individuals. By tracking the personalisation, FastStats PeopleStage can report on the lift achieved by each marketing test.



Features

- ▶ Visual definition of marketing processes
- ▶ Monitors and measures on the visual processes
- ▶ Keeps a full record of an individual's experience
- ▶ Built-in marketing concepts of Programmes, Campaigns & Promotions
- ▶ Event triggered response handling and non-responder follow up
- ▶ Supports multi-stage, multi-channel campaigns
- ▶ Integrates with FastStats modelling and analytics modules
- ▶ Supports roles and responsibilities for different users
- ▶ Includes templates for standard marketing processes
- ▶ Powered by a high scale continuous operation work flow engine
- ▶ Drag and drop marketing process design
- ▶ Test environment with emulated communications
- ▶ Run multiple marketing tests on each message
- ▶ Integrated testing to identify campaign flow issues

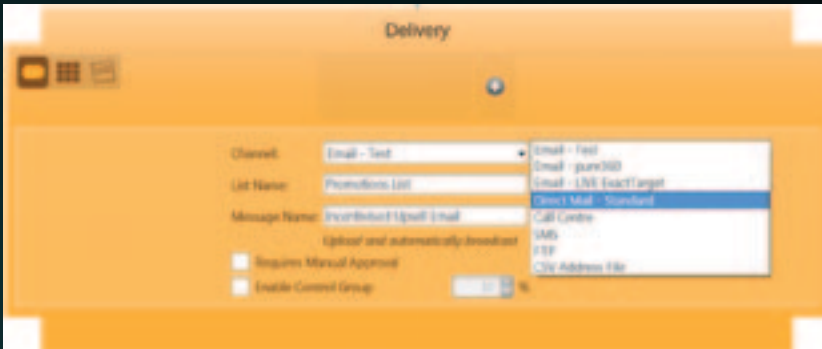


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Choose a digital marketing channel

FastStats PeopleStage integrates with a wide variety of digital marketing channels such as email broadcasters to allow you complete flexibility in your delivery choices. FastStats can fully automate the delivery of campaigns through these channels and collect response data for closed loop marketing and near-real time event triggered response handling.



Zoom through layers of detail

PeopleStage uses a unique, zoom-able user interface that provides natural navigation through enterprise-wide marketing processes. You can create both test and live processes within the workspace allowing you to plan, test and refine your marketing machinery in an intuitive manner.

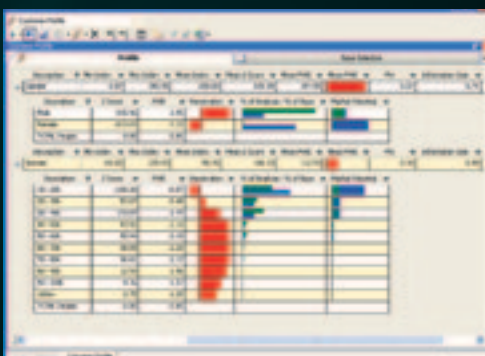
The unique design environment allows you to zoom in through multiple layers of detail or zoom out to see how specific elements fit into the whole process. Senior executives gain instant access to high level views of process effectiveness without exposure to unnecessary detail. While working on a high level view, they can control the display of all inner elements to see at-a-glance relevant information on constraints, schedules, notes and results.

Manage multi-channel & multi-stage campaigns

FastStats PeopleStage is a multi-channel marketing system that can dynamically select the preferred channel for each person for each campaign. Business rules can be applied to limit the number of communications through each channel allowing you to meet recipient preferences while ensuring practicality. A multi-stage campaign can use different channels triggered by the recipient's responses to achieve consistent reinforcement of your marketing message.

Use powerful predictive models

Powerful predictive models created in the FastStats analytics suite can be used throughout PeopleStage. Non specialists can use predictive models created by FastStats analytical users to create highly targeted segments for audience selection and personalisation. Profile scores can be used to pick the top records while Cluster or Decision Tree segments can be used to determine the audience or variation of a message.



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Retain campaign & allocation history

All variations and personalisation of all communications are retained by PeopleStage enabling powerful response attribution and analysis. You can test every aspect of every message to identify those marketing treatments that produce best results. This on-going measurement enables you to continually refine your marketing machinery to increase returns from your marketing spend.

Accurately attribute responses to campaigns

FastStats PeopleStage uses a response attribution process to determine and store which marketing process is credited for each transaction. The response attribution process uses a hierarchy of rules for each marketing process allowing different grades of response to be recognised. Using FastStats PeopleStage your business can properly understand how your marketing spend generates revenue.

Report on marketing effectiveness

FastStats PeopleStage includes delivery, communication and marketing effectiveness reports which allow you to ensure your marketing processes are operating as intended. The Marketing Effectiveness report uses the response attribution results to calculate marketing measurement ratios such as Response Rate, Return on Investment, Cost per Responder and Cost per Response. The report measures these ratios against a control group for each dimension to show easily understood lift and drop arrows.

Broadcast	Communications	Recipients	Cost	Responses	Revenue	Return On Investment	Response Rate	Cost Per Responder	Cost Per Response
Unisex Pet	0	0	60.00	0	0	-	-	-	-
Available Animals	263	263	4333.01	2	41,478.30	0.08	0.02	2.85	3.37
City Breaks	175	175	1221.00	9	68,424.80	2.11	1.00	0.46	0.46
Camping Deals	181	181	4587.00	2	41,334.90	0.94	1.00	1.95	1.94
Last Minute Specials	2442	2442	21,280.00	28	420,724.80	2.00	1.00	1.00	1.00
TOTAL	3061	3060	82,895.01	32	849,492.40	0.99	1.00	1.00	1.00

Work collaboratively with your marketing team

FastStats PeopleStage is designed for collaborative marketing teamwork in which people fulfil different roles in the strategy, design and implementation phases. Analysts working on segmentation rules and predictive models can provide resources for campaign managers to use in designing marketing processes. FastStats targeting rules are combined in a controlled manner to identify the relevant audience by applying exclusions and deduplication across segments.

Intuitive controls ensure that multiple users can work concurrently on campaigns by checking in amended work for testing or approval. Shared templates ensure a consistent marketing approach and minimise the work needed for new campaigns.

Users are alerted of any issues detected within a marketing process by email or by an interface indicator which is displayed at whatever level the user is viewing. The fundamentals of FastStats PeopleStage ensure your campaigns are delivered smoothly.



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