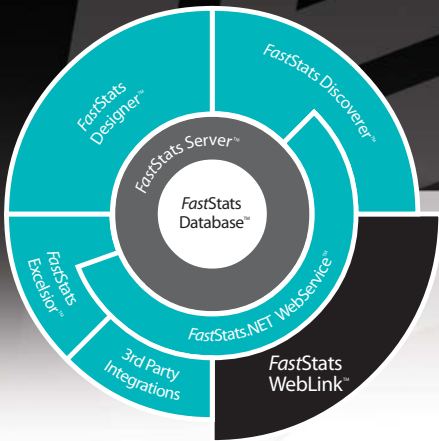


# FastStats WebLink™



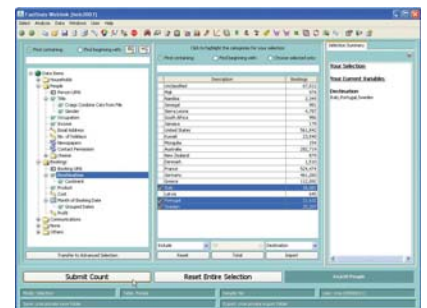
## Data analysis via a web browser

### ► Create efficient direct marketing

FastStats WebLink is a comprehensive marketing workbench application delivered through a web browser. FastStats WebLink offers accurate and speedy analysis of your marketing data with a simple and intuitive interface, providing everything you need to gain valuable insight and then plan, implement and measure efficient direct marketing programmes.

#### Using FastStats WebLink you can:

- Target customers precisely using simple or advanced selection methods
- Create segments using two dimensional cross tabulations
- Produce insightful charts and three-way Venn diagrams
- Transfer analysis into Excel to create reports
- View and sort sample data on grids
- Export data in a wide variety of formats
- Create new variables

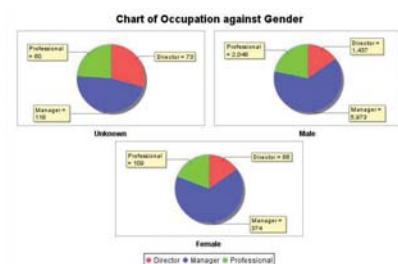


### ► Fast and simple to use

FastStats WebLink allows targeted selections to be made on databases with millions of rows and thousands of variables. Data counts and visualisations are produced in seconds enabling marketers to build a timely and accurate understanding of their customers and transactions. FastStats WebLink's simple "point and click" linear interface guides the user through an intuitive process that makes database work easy for non technical users.

### ► Identify segments for highly targeted campaigns

FastStats WebLink contains a number of key marketing analysis tools to fulfil your segmentation and targeting requirements. Standard tools include Selections, Cross Tabs, Charts, Venns and Data Grids. These tools can be used to create highly targeted market segments for your next direct marketing campaign to increase response rates and improve ROI.



## Benefits:

- Simple intuitive interface
- Makes database work easy for non technical users
- 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
- Flexibility to work from anywhere with an Internet connection
- Share work with FastStats Discoverer users



**FastStats™**  
Marketing Data Analysis Software

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

# FastStats WebLink™

## Features:

- ▶ Browser based marketing data analysis
- ▶ Speedy analysis of large datasets
- ▶ Configurable to suit the role and experience of each user or group
- ▶ Create data selections and cross tabulations
- ▶ Produce graphs and Venn diagrams
- ▶ Transfer results into Excel
- ▶ Export data in many formats
- ▶ Upload data directly to digital marketing providers
- ▶ Derive new variables
- ▶ Additional modular analysis options available
- ▶ Customisable branding



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**FastStats™**  
Marketing Data Analysis Software

## ▶ Additional modules for greater analysis options

Extra modules plug in to FastStats WebLink seamlessly for additional data modelling, mapping and campaign management functionality.



### ▶ Modelling

Profile reports can be used to build PWE (Predictive Weight of Evidence) models and propensity scores so that your best prospects can be identified and targeted.

### ▶ Mapping

Shaded, plot and pie maps can be produced to learn more about the distribution of your customers and prospects. The drive time feature allows you to identify companies or individuals within a practical journey area for your field sales team.

### ▶ Campaign Management

Multiple direct marketing promotions can be administered and managed by different users for co-ordinated campaign management. Data can be sent directly to an online digital broadcaster for seamless transition to your fulfilment channel.

## ▶ Train of thought reporting

All activity in WebLink is recorded automatically, allowing you to review your work and present your thought processes easily to colleagues. Multiple analysis results can be exported as a tabbed Excel spreadsheet to allow email distribution of your findings.



## ▶ Connect to FastStats WebLink from any location

FastStats WebLink is a well proven web application designed specifically for marketing workgroups sharing online access to a central marketing resource. The functions, records and variables available are all configurable to suit the role and experience of each user or group. FastStats WebLink connects to the FastStats.NET Webservice and provides Internet accessibility, scalability and resilience for marketing workgroups based anywhere in the world. FastStats WebLink is a flexible Java application that can be used in a browser or launched stand-alone on a user's PC.

## ▶ Compatibility with FastStats Discoverer

Selections, Cubes, Venns, Data Grids and Profiles created in FastStats WebLink can be saved and opened in FastStats Discoverer and vice versa. This compatibility allows users of both applications to share work and develop analysis further using FastStats Discoverer's advanced options.