Apteco FastStats®

Interactive data exploration, analysis and visualisation

Benefits

- Understand customer and transactional information fast!

- Create robust and repeatable marketing processes

- Create campaign audience segments for accurate targeting and customer journey insight

- Measure, analyse and report on campaign responses

- Fingertip access to data outside the IT department

- Secure storage and access to customer, transaction and marketing data

- Speedy analysis of large datasets

- Create stunning visualisations and storyboards to present and share your insights

- Follow your natural train of thought

- Easy to use, intuitive Windows interface for all levels of users

- Low cost of ownership

- Includes free access to the Apteco Orbit™ online platform

Convert large volumes of transactional, multi-channel customer data into actionable insights

Apteco FastStats is the first part of your journey to a true understanding of your customers and prospects. Quickly mine your customer data and use a wide range of analytics tools to fine-tune your segments. Give your marketing team the ability to act quickly to turn those insights into meaningful marketing messages.

Speed of insight

Take too long to segment your audience and select the appropriate channels, and the opportunity to be relevant and on-trend may have already passed. Apteco FastStats gives you the ability to move at speed, uncover data insights at a glance, and beat your competition to the punch.

Easy to use

Using a consistent and intuitive "drag and drop" approach throughout, FastStats 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.

You don't need to be a data scientist to extract the knowledge and data insights you need to work at your best. Apteco FastStats is an intuitive, easy-to-use application, with a variety of tools that are designed to be utilised by as many people as possible, including marketing, insight, data, analytics, CRM, customer, digital and campaign teams.

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Features

- Create data selections and cross tabulations
- Produce charts, Venns and word clouds
- Transfer results into Excel, Word and PowerPoint
- Export data in many formats
- Schedule tasks and reports to run automatically
- Upload targeted data directly to your digital and offline marketing channels
- Perform basket and transaction analysis
- Use expressions and wizards to derive new variables
- Choose a licensing bundle of analysis features to suit your needs
- Create customer segments directly from visualisations
- Analyse how customers move between segments
- Create and save templates for quicker analysis
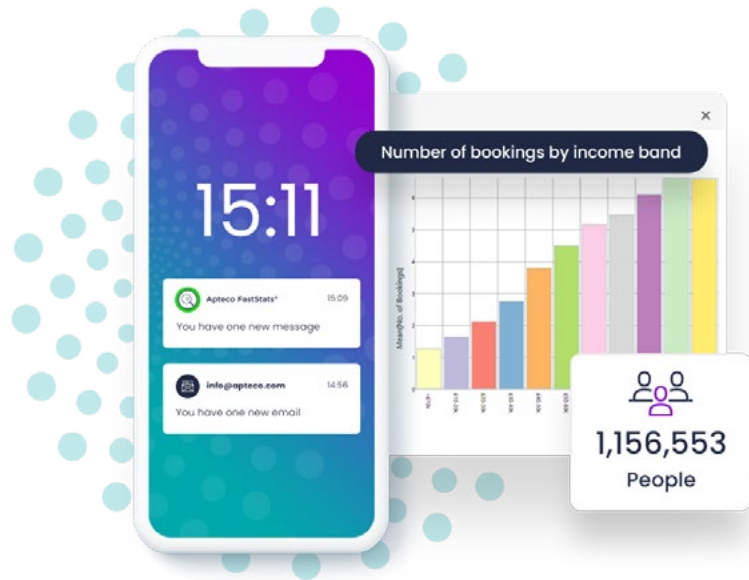
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Identify segments for highly targeted campaigns

With analysis and visualisation tools in Apteco FastStats you can dig deeper into your data and extract more value. Standard tools include Selections, Cubes, Trees, Charts, Venns, Word Clouds and Data Grids, and there are advanced tools for predictive modelling and customer journey analysis. These tools can be used to develop analysis workbooks that you can save and use to create reports for distribution to your colleagues. Ensure your marketing campaigns are truly data-driven.

Built-in machine learning techniques

Use machine learning and advanced modelling techniques built into FastStats to make powerful analysis easy. FastStats also includes easy to follow step by step Wizards for transaction and basket analysis. Understanding patterns in transactional data enables you to calculate the best next products most likely to tempt customers, 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 data directly to your chosen platform, trigger campaigns and analyse responses in near real time. This ensures that the transition of data to your fulfilment channel is as seamless and simple as possible.

Flexible pricing bundles

Choose a licensing bundle of analysis features and users to suit your needs. You can also add a campaign bundle for the ability to act quickly and turn those insights into meaningful marketing multi-channel campaigns. Our approved partners can provide complete setup, support, hosting and management costs where required. See more details on apteco.com

Connect from any location

FastStats 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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