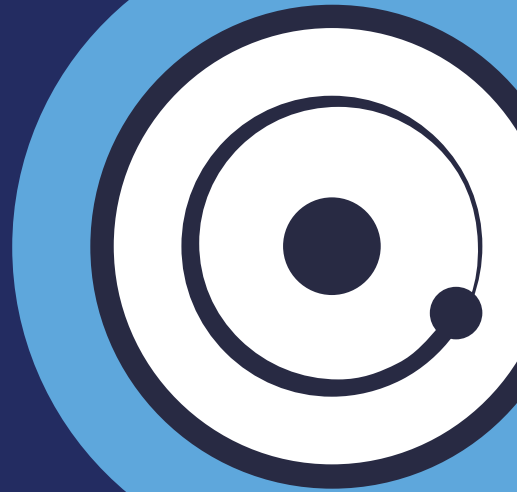


Apteco Orbit™

Online access to your data, insights,
and campaigns



Benefits

- Share your analytical insights in an easy to use and safe environment
- Speedily create interactive dashboards and campaign segments
- Free with an Apteco FastStats data analysis software licence
- Use on any device - smart phone, tablet or desktop
- Get your story heard by a wider audience with a built-in resharing model
- Control sharing access with email domain restrictions, ensuring that your insights and data remain secure
- Work with the very latest user experience thanks to the automatic upgrade process
- Make huge volumes of transactional, multi channel data accessible, approachable and usable by any user



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Share your insights

Apteco Orbit is an online platform that enables you to create and share interactive dashboards, campaign activity reports and data storyboards. Fully compatible with the Apteco Marketing Suite™ and driven by the powerful FastStats® engine, you can create audience segments for your next communication directly from visualisations, in an easy-to-use and safe environment.

Online access to your data, insights, and campaigns for everyone who needs it

Don't keep your data insights and campaign successes to yourself. The Apteco Orbit platform allows all stakeholders to get the information that's most important to them. With Apteco Orbit we make it easy for you to share the insights and campaign reports created using the Apteco Marketing Suite with all relevant stakeholders. Your data tells a story, and Orbit allows you to share and interact with that narrative in a simple, visual online format.

Apteco Orbit can be accessed from anywhere and from any device - desktop, tablet or smart phone. Apteco Orbit has been designed to provide a secure platform, safeguarding your organisation's insights by making them accessible to everyone who needs them, but nobody else.



Free dashboard access for the whole business

With the Orbit online platform built in resharing model, marketing and analyst professionals can share their insights and make them accessible to anyone, wherever and whenever they are needed. Customer dashboards, target audiences, analytics storyboards and campaign activity reports can be shared for free using Apteco Orbit technology. Non-licensed users will receive a share notification email and can register themselves with a free Apteco Orbit account and continue to reshare with their colleagues.

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Features

- Browser-based, platform independent sharing
- Automatic software upgrade process
- Share notification emails
- Non-FastStats users create their own accounts
- Secure and sophisticated resharing model
- Search and filter collections
- Visualisations update automatically to reflect the latest data refresh
- Fully compatible with the Apteco Marketing Suite and the powerful FastStats big data engine
- Select elements of visualisations to create targeted data selection rules

Interactive marketing dashboards

Give your colleagues dashboards containing summary information and key insights with the ability to provide filters, list building and drill through interactivity. Orbit provides powerful capabilities for a diverse range of users and roles.

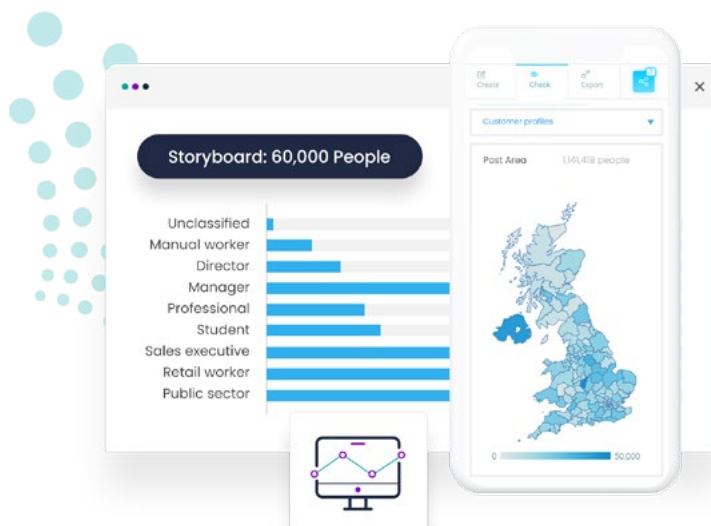
- Make your data easily digestible, helping you to uncover actionable insights
- Give more users the ability to act quickly to turn customer insights into meaningful marketing messages
- Create targeted data segments directly from visualisations to transform your dashboarding insights into campaign actions
- Style your dashboards to match your company brand



Create audience segments

Build and refine audience segments for your campaigns in an easy to use and safe environment. With the ability to easily select segments directly from visualisations, Apteco Orbit offers a simplified approach to building audience definitions and is aimed at marketing users.

- Charts and data grids are created automatically from your data and allow you to check and understand the characteristics of your audience
- Confidently preview and export data for use in your marketing campaigns
- Keep track of your progress by creating a 'brief' which can be viewed within Apteco Orbit while you work
- Use exclude and include rules to refine your audience



Collections - share the stories hidden in your data

Storyboards created in FastStats are displayed in Orbit as 'collections', which can be sequenced and annotated to create engaging reports.

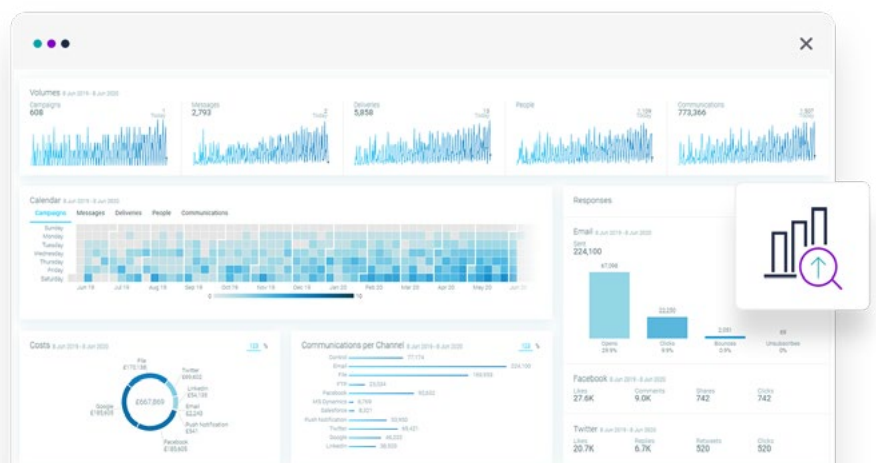
- Share stunning analytical insights and data visualisations speedily and securely with colleagues
- Access your collections from anywhere via any modern browser or device



Monitor campaigns

Apteco Orbit gives you instant access to easily monitor and share campaign activity, results and costs from your Apteco PeopleStage™ campaigns in real-time and from any device.

- Campaign activity reports are automatically updated and can be accessed anywhere using your desktop, tablet or smart phone
- Identify potential conflicts using the calendar view
- Review responses to compare the performance of your marketing channels



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