



FastStats[®]
Marketing Analysis & Automation Software

Overview

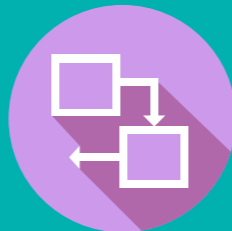
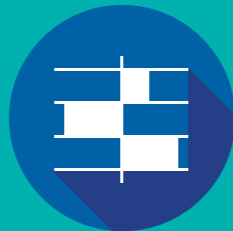
About FastStats®

FastStats® offers solutions designed to streamline your marketing. These tools will support you in understanding your customers and prospects better and delivering profitable campaigns, helping you to outperform your competitors.

Data visualisation and statistical tools allow you to delve into your customer data any way you need to. Advanced customer analytics and predictive modelling ensure that even the largest data sets can be interpreted quickly for improved insight and reporting.

With FastStats® you can create, manage and execute complex marketing campaigns. A visual interface helps you deliver automated multi-channel, multi-wave campaigns with high levels of personalisation.

FastStats® is designed to integrate with your existing IT systems and is fully scalable and secure, growing with your business as your data and strategies change.





FastStats Discoverer™

Interactive data exploration, analysis and visualisation

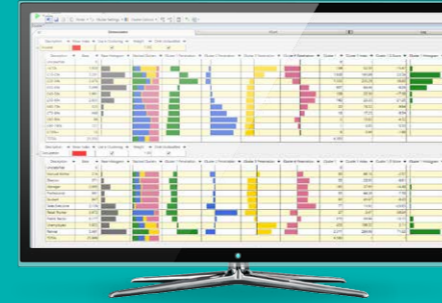
FastStats Discoverer™ provides a comprehensive suite of data exploration and visualisation tools that will help your business carry out more efficient and effective marketing. A simple to use “drag and drop” interface allows your team to perform even the most powerful analysis with ease and view all your data in ways that are both meaningful and actionable.

Using FastStats Discoverer™, your business will be able to:

- Quickly and easily understand customer and transaction information.
- Explore data following your natural train of thought.
- Create segments for accurate targeting and immediate insight.
- Measure, analyse and report on campaign responses.
- Speed through analysis work powered by a high performance big data engine.
- Create stunning visualisations to communicate and share your insights.
- Build predictive models using integrated statistical techniques.
- Schedule tasks and reports to run automatically.
- Upload targeted data directly to your digital and CRM platforms.
- Load data easily from multiple sources.

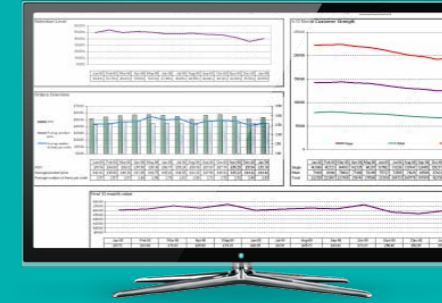


FastStats Discoverer™ Modules



FastStats Modelling™

FastStats Modelling™ integrates directly with FastStats Discoverer™ to inform your targeting decisions and uses established statistical techniques, including market penetration, customer profiling, patented Predictive Weight of Evidence (PWE) scoring, decision trees (including CHAID) and clustering.



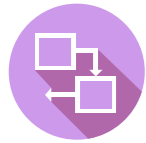
FastStats Excelsior™ dashboard reporting

FastStats Excelsior™ allows you to build custom reports configured to your business needs, and share the results with your colleagues. By uniting Excel® with FastStats® visualisations, the resulting reports are even more powerful.



FastStats Geo™

Gain additional insight into your marketplace using the geographical module for FastStats Discoverer™. FastStats Geo™ helps you visualise the spatial distribution of your customer data using integrations with Microsoft® MapPoint®, Bing® Maps or OpenStreetMap.



FastStats PeopleStage™

Powerful marketing automation

To stay competitive, marketers need multi-channel marketing software that allows them to automate timely, event driven, targeted and personalised campaigns using call centres, email, SMS, social and direct mail. FastStats PeopleStage™ enables you to define your marketing communications using an intuitive, zoom-able interface that is shared with your colleagues and executed automatically.

Using process flow diagrams, FastStats PeopleStage™ allows your entire team to map out marketing campaigns so that:

- You can automate and coordinate multi-channel, multi-stage event driven marketing communications.
- Highly personalised messages are delivered with thousands of variations for customisation and testing.
- Response data is gathered from all channels and used to prompt the next interaction.
- You can work efficiently using standard campaign templates.
- Multi-level communication frequency, concurrency and cost constraints can be applied.
- Standard reports show key measures, such as ROI, cost per response, uplift, open rates, clicks, bounces, likes, shares and comments.
- Campaign steps are triggered via your chosen digital and social platforms.
- You can use live data resources for immediate engagement with new prospects.



“The FastStats® system has delivered a solid platform from which to deliver key analytical insights. All of this was unimaginable before the implementation of FastStats®.”

The Children's Society



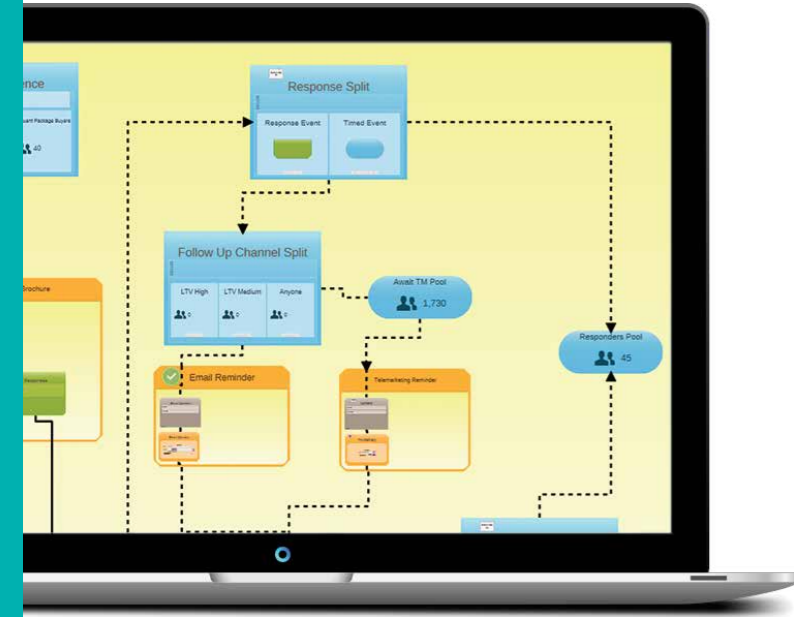
“The PeopleStage™ implementation has become a central hub for P&O where a single source of multi-channel marketing activity can be controlled, measured and reported on.”

P&O Ferries



“FastStats® works for us, it's fit for purpose and we have seen positive results.”

RAC



About Apteco

Apteco Ltd is a privately owned software development business specialising in marketing analysis and automation solutions. Originally established in 1987, we continue to invest heavily in the next generation of FastStats®.

Our team of dedicated developers, support consultants and project managers continues to grow to support our international partner network of marketing service providers in the UK, Europe, North America and Australia. There are now over 400 FastStats® systems worldwide and over 3,500 users, including 500 campaign management users across 100 systems.

Apteco Ltd headquarters are in Warwick, UK and we also have an office in Frankfurt, Germany.

www.apteco.com

info@apteco.com

+44 (0)1926 407565

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