



GUIDE TO FASTSTATS DISCOVERER

FastStats PeopleStage™

data|hq

The Data Marketing Specialists

GUIDE TO FASTSTATS DISCOVERER

KEY FEATURES

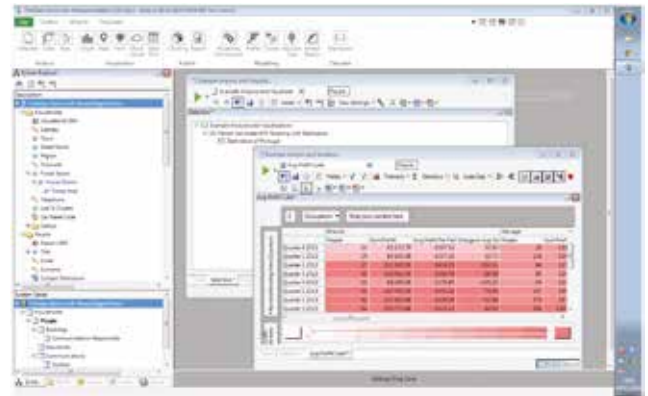
- Create data selections and cross tabulations
- Produce graphs and Venn diagrams
- Transfer results into Excel, Word and PowerPoint
- Export data in many formats
- Produce scheduled and ad-hoc PDF reports
- Upload data directly to digital marketing providers
- Perform basket and transaction analysis
- Use expressions and wizards to derive new variables

ACHIEVE MORE EFFICIENT AND EFFECTIVE MARKETING

Available from Data HQ, FastStats Discoverer is a pioneering data visualisation tool for train of thought analysis and marketing insight. FastStats Discoverer provides powerful marketing analysis with a truly easy to use Windows interface, enabling marketers to gain valuable insight to improve both the efficiency and cost effectiveness of their marketing activities.

USING FASTSTATS DISCOVERER YOU CAN

- Target markets with easy data selections and cross tabulations
- Produce stunning Charts, Venn diagrams and Word Clouds
- Create customer and marketplace segments directly from visualisations
- Produce PDF reports and transfer analysis into Excel, Word and PowerPoint
- View and sort sample data on grids
- Export data in a wide variety of formats or directly to an email broadcaster
- Perform basket and transaction analysis
- Use expressions and wizards to derive new variables
- Create and save templates for quicker analysis
- Schedule standard tasks to run automatically



SIMPLE TO USE “DRAG AND DROP” INTERFACE

Using a consistent and intuitive “drag and drop” approach throughout, FastStats Discoverer 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. FastStats Discoverers analysis options are virtually unlimited as any techniques can be applied to any result in any order.



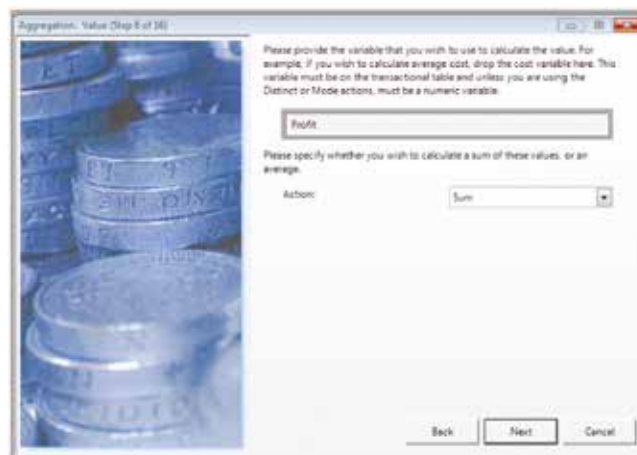
Person URN	Title	Initial	Surname	Email Address	Source	Region
12059	Miss	P	Parfitt		Website Referral	South East (Outside)
34530	Mr	W	Walker	w.walker@Tesco.com	Travel Agent	West Midlands
76508	Miss	C	Carri	c.carri@RSCFlah-uk.com	Website Referral	Yorkshire and Hum.
80048	Miss	W	Jones	w.jones@fortuneCityUK.com	Website Referral	South West
216479	Miss	C	Venn	c.venn@forwarding-uk.com	Website Referral	South East (Outside)
225056	Dr	F	Spencer	f.spencer@excite.co.uk	Travel Agent	South East (Inside)
239558	Miss	F	Ostley	f.ostley@il-screen.uk.com	Website Referral	South East (Outside)
252993	Miss	B	Good	b.good@hotmail.co.uk	Website Referral	West Midlands
256358	Mrs	A	Risale	a.risale@lycosMail.com	Travel Agent	North West (Exclud
241778	Miss	R	Webster	r.webster@Terra-1.com	Website Referral	South East (Outside)

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BENEFITS

- 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
- Create powerful visualisations for immediate insight
- Follow your natural train of thought
- Easy to use, intuitive Windows interface for all levels of users
- Lost cost of ownership

The email broadcasting wizard enables you to output email and SMS data directly to a number of online digital broadcasters. This ensures that the transition of data to your fulfilment channel is as seamless and simple as possible. Response data can also be captured by FastStats in close to real time for analysis purposes.



IDENTIFY SEGMENTS FOR HIGHLY TARGETED CAMPAIGNS

FastStats Discoverer contains a number of key marketing analysis tools to fulfil your segmentation and targeting requirements. Standard tools include Selections, Cubes, Trees, Charts, Venns, Word Clouds and Data Grids. These tools can be used to develop analysis workbooks that you can save and use to create reports for distribution to your colleagues. Highly targeted campaigns can be created by highlighting areas of visualisations and creating new segments using interactive drag and drop.

WIZARD DRIVEN PROCESSES

FastStats Discoverer also includes easy to follow step by step Wizards for transaction and basket analysis. Understanding the patterns of transactions undertaken by your customers enables you to enhance your communications based on their most likely behaviour, 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.



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ADDITIONAL FASTSTATS MODULES FOR GREATER ANALYSIS OPTIONS

Extra modules plug in to FastStats Discoverer seamlessly for additional data modelling, profiling, mapping, reporting and campaign management functionality. This provides a flexible approach to increasing the scope of integrated functionality that FastStats Discoverer can offer.

CONNECT TO FASTSTATS FROM ANY LOCATION

FastStats Discoverer Enterprise edition connects to the FastStats.NET Webservice and provides Internet accessibility, scalability and resilience for marketing workgroups based anywhere in the world.

WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our experienced team will work closely with you to document the business requirements through a number of detailed scoping workshops. These workshops will involve parties from the different areas of your business to inform the best possible outcomes and project delivery.

At Data HQ we focus on implementing a bespoke system to deliver your unique business requirements.

DATA HQ IS PROUD TO PARTNER WITH APTECO LIMITED TO PROVIDE THE FASTSTATS SOLUTIONS



FOR FURTHER INFORMATION CALL US NOW

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