GUIDE TO
FASTSTATS PEOPLESTAGE

FastStats PeopleStage™

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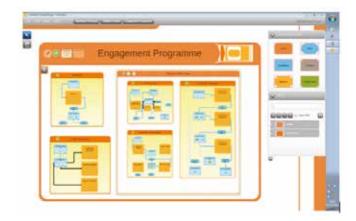The Data Marketing Specialists

GUIDE TO FASTSTATS PEOPLESTAGE

BENEFITS

- Define your marketing processes as diagrams
- Automate and coordinate complex communications
- Personalise each message for every recipient
- Use powerful analytics results easily for segmentation
- Readily identify which parts of your marketing generate uplift
- Manage interactions with each individual
- Easy to understand campaign performance reports
- Refine your processes to increase returns
- Fast to learn, easy to use and powerful
- View appropriate levels of detail for your role
- Trigger more timely, event-driven communications
- Quick start your campaigns using existing templates
- Supports multiple users working as a team

VISUALISE, IMPLEMENT & REFINE YOUR MARKETING PROCESSES

FastStats PeopleStage is an interactive multi-channel campaign management application. It enables multiple users to implement marketing process flow diagrams that describe and automate your marketing. Using FastStats PeopleStage you are able to plan highly personalised and timely marketing communication programmes that operate automatically ensuring your customers and prospects feel understood
and valued.

This powerful and easy to use software offers new levels of visualisation, interaction and automation for direct marketers. Working alongside the FastStats analytical applications users are able to utilise powerful segmentations, analysis and predictive models for targeting and personalisation.
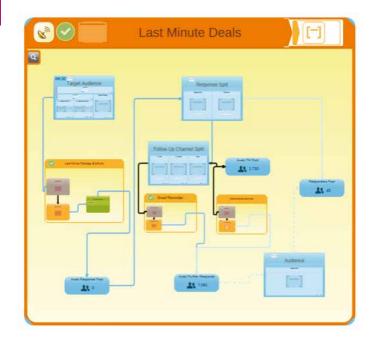
GUIDE TO FASTSTATS PEOPLESTAGE

KEY FEATURES

- Visual definition of marketing processes
- Monitors and measures on the visual processes
- Keeps a full record of an individual's experience
- Built-in marketing concepts of Programmes, Campaigns & Promotions
- Event triggered response handling and non-responder follow up
- Supports multi-stage, multi-channel campaigns
- Integrates with FastStats modelling and analytics modules.
- Supports roles and responsibilities for different users
- Includes templates for standard marketing processes
- Powered by a high scale continuous operation work flow engine
- Drag and drop marketing process design
- Test environment with emulated communications
- Run ,multiple marketing tests on each message
- Integrated testing to identify campaign flow issues

DIRECT THE FLOW OF COMMUNICATIONS

The highly visual, zoom-able FastStats PeopleStage interface enables users to design multi-stage, multi-channel marketing processes to trigger more timely automated communications that take every interaction with the recipient into account. PeopleStage uses customer and prospect data together with near real time responses from digital marketing channels and a wide variety of data transactions in the FastStats database to control the flow of individual through marketing process diagrams. These marketing processes can be structured into Programmes, Areas, Campaigns and Messages each of which may be subject to constraints by budget, volume, channel and concurrency.

The FastStats PeopleStage engine operates continuously, monitoring events to move people through the stages of your marketing processes. You control the mix of messages delivered to your recipients while leaving the system to react automatically to their actions or inaction. You remain in control at all times by defining the scheduling of activity and the budget and volume constraints to apply.

CREATE HIGHLY PERSONALISED MESSAGES

FastStats PeopleStage allows you to highly personalise each message for every recipient and to incorporate tests to measure campaign performance. This personalisation can be driven by data values, by rules or purely randomly with control groups to test marketing treatments.

The combination of personalisation and testing can create thousands of variations in how a message is expressed, resulting in a tailored communication that treats people as individuals. By tracking the personalisation, FastStats PeopleStage can report on the lift achieved by each marketing test.

CONTROL THE FREQUENCY & CONCURRENCY OF COMMUNICATIONS

PeopleStage helps users avoid inappropriate over communication as each marketing process can be controlled by your contact strategy rules. For example, you can ensure that your customers will receive only one email per week or one call per month. Rules can also apply across multiple concurrent campaigns to ensure consistent messaging to

each recipient. Each division of your business can automate marketing activity that will not conflict with other campaigns.

CONTROL YOUR BUDGET

PeopleStage has comprehensive cost allocation and budget controls to ensure automated marketing processes stay within your financial constraints. At every part of your direct marketing, PeopleStage tracks the costs incurred. You determine how and when your marketing budget is used – from the costs of literature to the use of the appropriate

GUIDE TO FASTSTATS PEOPLESTAGE

delivery channels, PeopleStage ensure you stay within budget and optimise the resources available.

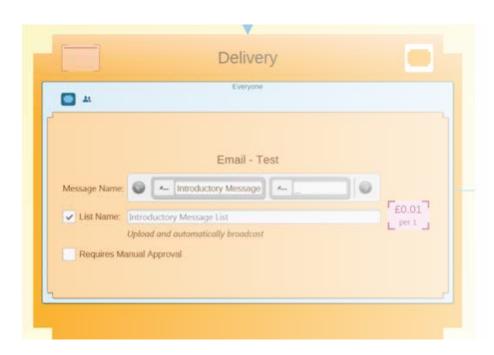## AUTOMATE TIMELY, EVENT-DRIVEN COMMUNICATIONS

FastStats PeopleStage is able to track individuals as they develop their relationship with your business. As a person interacts by making a purchase, responding to a campaign or even lapsing, FastStats PeopleStage will automatically trigger the appropriate response and communications.
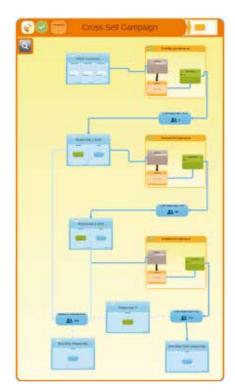
Rules determine which individuals progress to different stages within the marketing process flows and as a results customer relationships are managed in a timely and effective manner without manual intervention.

CHOOSE A DIGITAL MARKETING CHANNEL

FastStats PeopleStage integrates with a wide variety of digital marketing channels such as email broadcasters to allow you complete flexibility
in your delivery choices. FastStats can fully automate the delivery of campaigns through these channels and collect response data for closed loop marketing and near-real time event triggered response handling.

GUIDE TO FASTSTATS PEOPLESTAGE

ZOOM THROUGH LAYERS OF DETAIL

PeopleStage uses a unique, zoom-able user interface that provides natural navigation through enterprise-wide marketing processes. You can create both test and live processes within the workspace allowing you to plan, test and refine your marketing machinery in an intuitive manner.
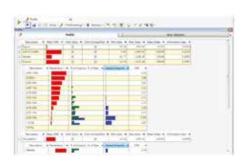
The unique design environment allows you to zoom in through multiple layers of detail or zoom out to see how specific elements fit into the whole process. Senior executives gain instant access to high level views of process effectiveness without exposure to unnecessary detail. While working on a high level view, they can control the display of all inner elements to see at-a-glance relevant information on constraints, schedules, notes and results.

MANAGE MULTI-CHANNEL & MULTI-STAGE CAMPAIGNS

FastStats PeopleStage is a multi-channel marketing system that can dynamically select the preferred channel for each person for each campaign. Business rules can be applied to limit the number of communications through each channel allowing you to meet recipient references while ensuring practicality. A multi-stage campaign can use different channels triggered by the recipient's responses to achieve consistent reinforcement of your marketing message.

USE POWERFUL PREDICTIVE MODELS

Powerful predictive models created in the FastStats analytics suite can be used throughout PeopleStage. Non specialists can use predictive models created by FastStats analytical users to create highly targeted segments for audience selection and personalisation. Profile scores can be used to pick the top records while Cluster or Decision Tree segments can be used to determine the audience or variation of a message.

GUIDE TO FASTSTATS PEOPLESTAGE

RETAIN CAMPAIGN & ALLOCATION HISTORY

All variations and personalisation of all communications are retained by PeopleStage enabling powerful response attribution and analysis. You can test every aspect of every message to identify those marketing treatments that produce best results. This on-going measurement enables you to continually refine your marketing machinery to increase returns from your marketing spend.

ACCURATELY ATTRIBUTE RESPONSES TO CAMPAIGNS

FastStats PeopleStage uses a response attribution process to determine and store which marketing process is credited for each transaction. The response attribution process uses a hierarchy of rules for each marketing process allowing different grades of response to be recognised. Using FastStats PeopleStage your business can properly understand how your marketing spend generates revenue.

REPORT ON MARKETING EFFECTIVENESS

FastStats PeopleStage includes delivery, communication and marketing effectiveness reports which allow you to ensure your marketing processes are operating as intended. The Marketing Effectiveness report uses the response attribution results to calculate marketing measurement ratios such as Response Rate, Return on Investment, Cost per Responder and Cost per Response The report measures these ratios against a control group for each dimension to show easily understood lift and drop arrows.

GUIDE TO FASTSTATS PEOPLESTAGE

WORK COLLABORATIVELY WITH YOUR WHOLE MARKETING TEAM

FastStats PeopleStage is designed for collaborative marketing teamwork in which people fulfil different roles in the strategy, design and implementation phases. Analysts working on segmentation rules and predictive models can provide resources for campaign managers to use in designing marketing processes. FastStats targeting rules are combined in a controlled manner to identify the relevant audience by applying exclusions and deduplication across segments.

Intuitive controls ensure that multiple users can work concurrently on campaigns by checking in amended work for testing or approval. Shared templates ensure a consistent marketing approach and minimise the work needed for new campaigns.

Users are alerted of any issues detected within a marketing process by email or by an interface indicator, which is displayed at whatever level the user id viewing. The fundamentals of FastStats PeopleStage ensure your campaigns are delivered smoothly.

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