

## Apteco - Marketing Data Analysis Solutions

How to better understand your customers to  
improve direct marketing programmes

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Business Development, Apteco  
Wednesday, 20 May 2009



*FastStats*<sup>™</sup>

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# Introduction

Simon Fletcher,  
Business Development Manager (Dip IDM, M IDM)

Joined the business in 2002.

Responsible for:-

Initiating, developing and maintaining key partnerships in target markets.

Developing Apteco's role/capabilities in supporting partners/customers at all levels.



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# Apteco Credentials

- ▶ Focussed Software Development Business
- ▶ Hundreds of customers and thousands of users worldwide
- ▶ Turnover 2008 £3.6m
- ▶ 41 Partners/Resellers around the world
- ▶ Strong independent software supplier
- ▶ Owned & funded by directors and staff
- ▶ Healthy profit re-invested in development
- ▶ Deliver cutting edge marketing functionality



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## Apteco - Marketing Data Analysis Solutions

Knowledge/Data  
The food of the Marketer



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# Definitions

## ▶ Marketing

- “The management process responsible for identifying, anticipating and satisfying customer requirements profitably”.

Chartered Institute of Marketing

## ▶ Direct Marketing

- “The planned recording analysis and tracking of customers’ direct response behaviour over time. In order to develop future marketing strategies for long term customer loyalty and ensure continued business growth”.

Holder and Woodcock



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# A company without data?

- ▶ No Customers
- ▶ No Transactions
- ▶ No Interaction
- ▶ No Communications

Marketing Manager

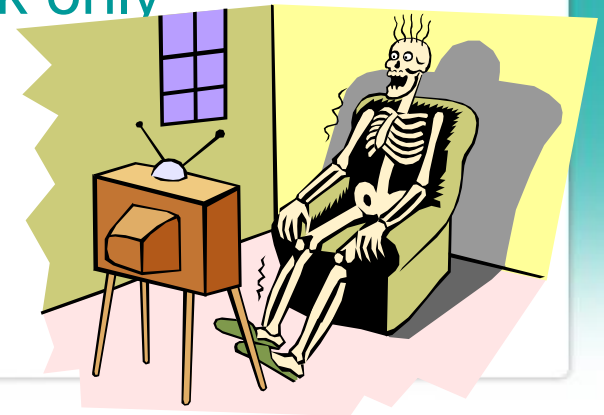


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# Marketing on a diet

- ▶ Restricted basic communications
- ▶ Real targeting not possible
- ▶ Marketing budget is being wasted
- ▶ No measurement of outcome
- ▶ Any improvement will be down to luck only



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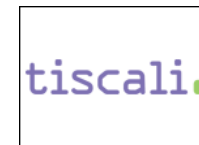
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# Data Driven Marketing

- ▶ What data do we already have?
- ▶ How are we using it?
- ▶ Why have a database?
- ▶ Do we need one?
- ▶ What is the case for having one?
- ▶ What data should I collect?

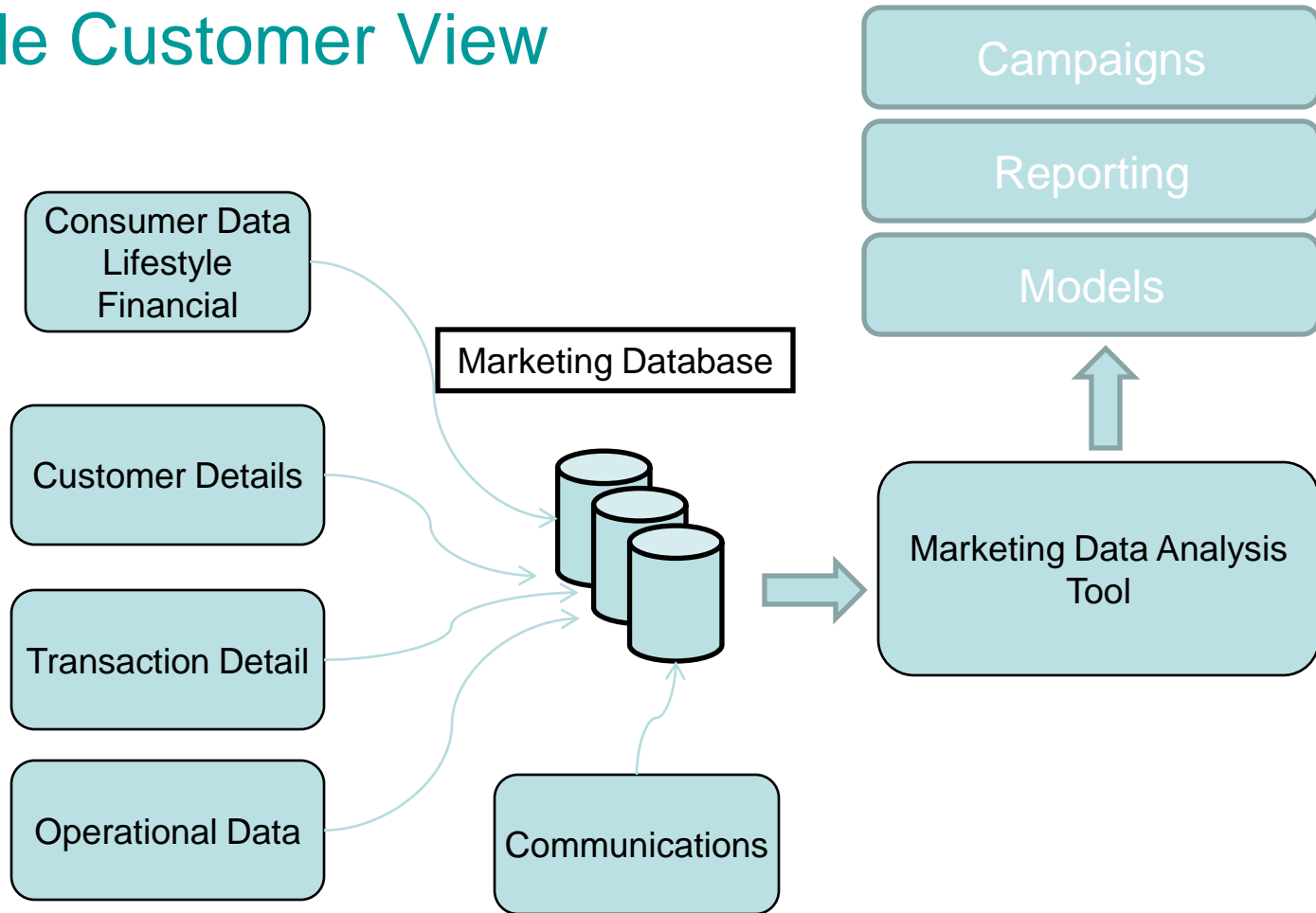


# Advocates of Database Marketing



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# Single Customer View



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# Benefits of Single Customer View

- ▶ Gain business insight
- ▶ Enables targeted marketing
- ▶ Save marketing & technology costs
- ▶ Achieve more efficient & effective marketing
- ▶ Use the information in your business
- ▶ Deliver access to marketing knowledge
- ▶ Understand customer behaviour
- ▶ Improves understanding of the customer lifecycle
- ▶ Enables marketers to identify opportunities
- ▶ Enables tailoring of communications to customer needs



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# Benefits of data visualisation tools

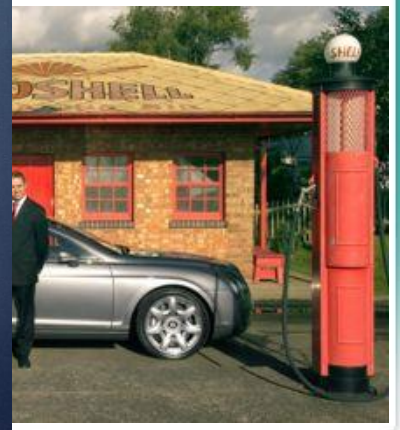
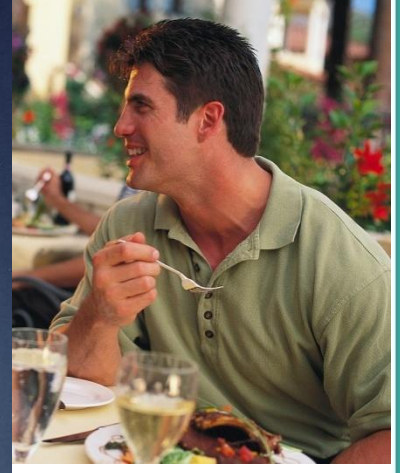
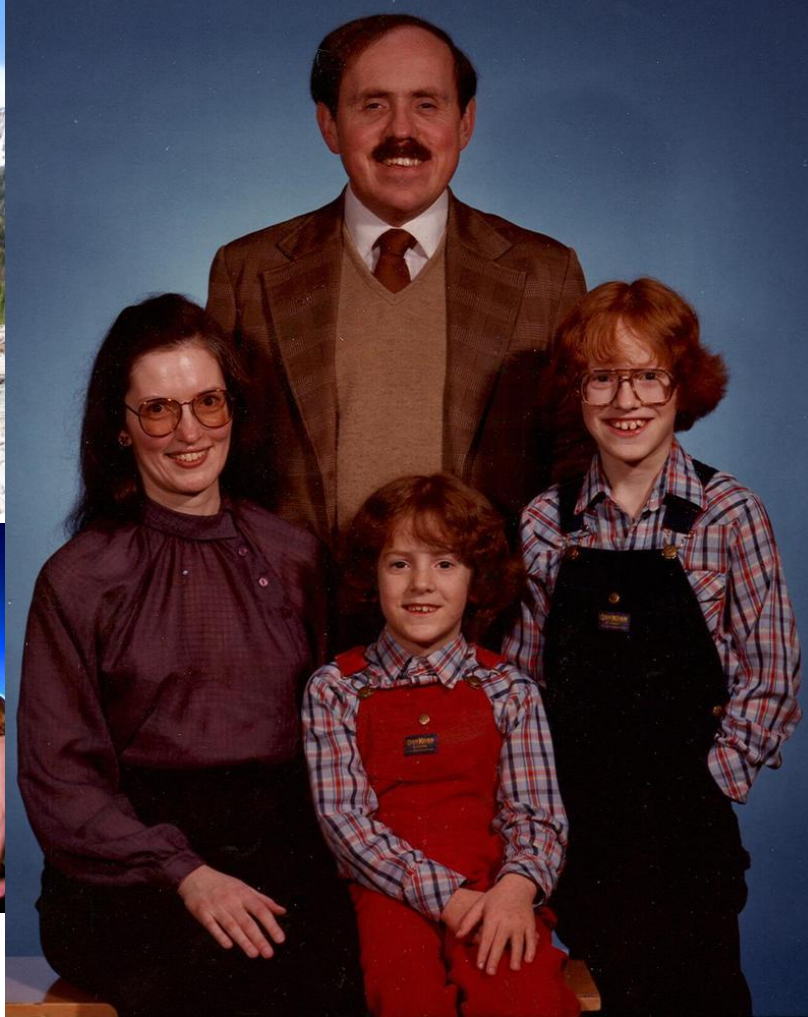
- ▶ Explore your data interactively
- ▶ Processing millions of rows of data in seconds
- ▶ Easy to use no special skills required
- ▶ Familiar drag and drop interface
- ▶ Marketing specific functionality
- ▶ Shareable Knowledge



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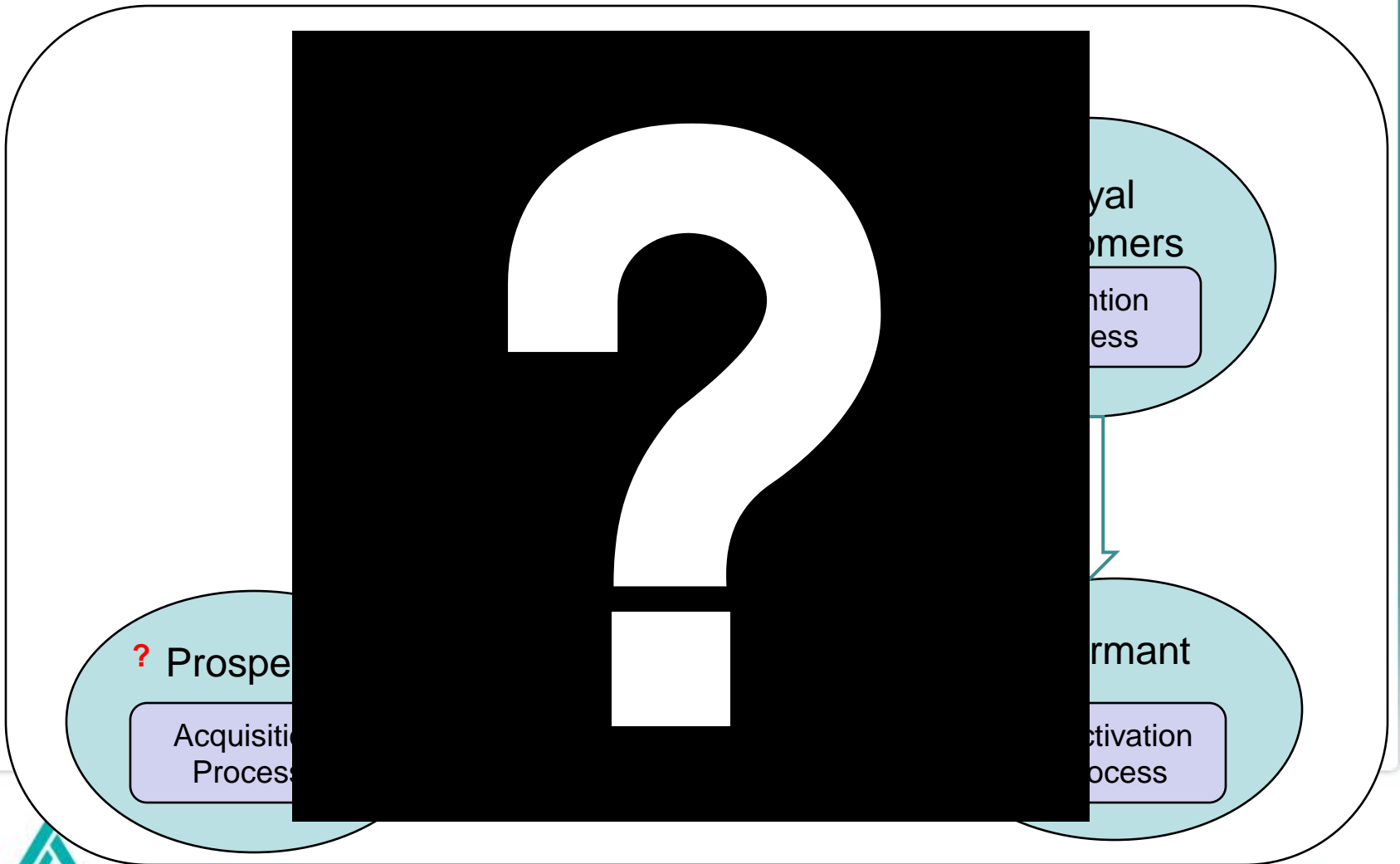
# Get to know your customers



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# Customer Lifecycle



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# Marketing Functions



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# Apteco Marketing Data Analysis Solutions

Database Marketing - Case Study



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# Case Study - TUI Travel UK – Celerity

- ▶ [www.thomson.co.uk](http://www.thomson.co.uk)
- ▶ Data - 27 million individuals and 11 million households
- ▶ Thomson sells around 5m holidays and flights a year
- ▶ The group includes:
  - Thomson the UK's leading leisure travel retailer with over 650 retail stores
  - Thomson Direct call centre
  - The TUI group employs 17,500 people in the UK



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# Case Study - TUI Travel UK - Celerity

## Some of the challenges

- ▶ Many different brands



- ▶ Struggled with access to the data
- ▶ No holistic customer view
- ▶ Multiple channels of activity
- ▶ Duplication of data, effort and expense
- ▶ Need to reduce costs



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# Case Study - TUI Travel UK - Celerity

## Project Objectives

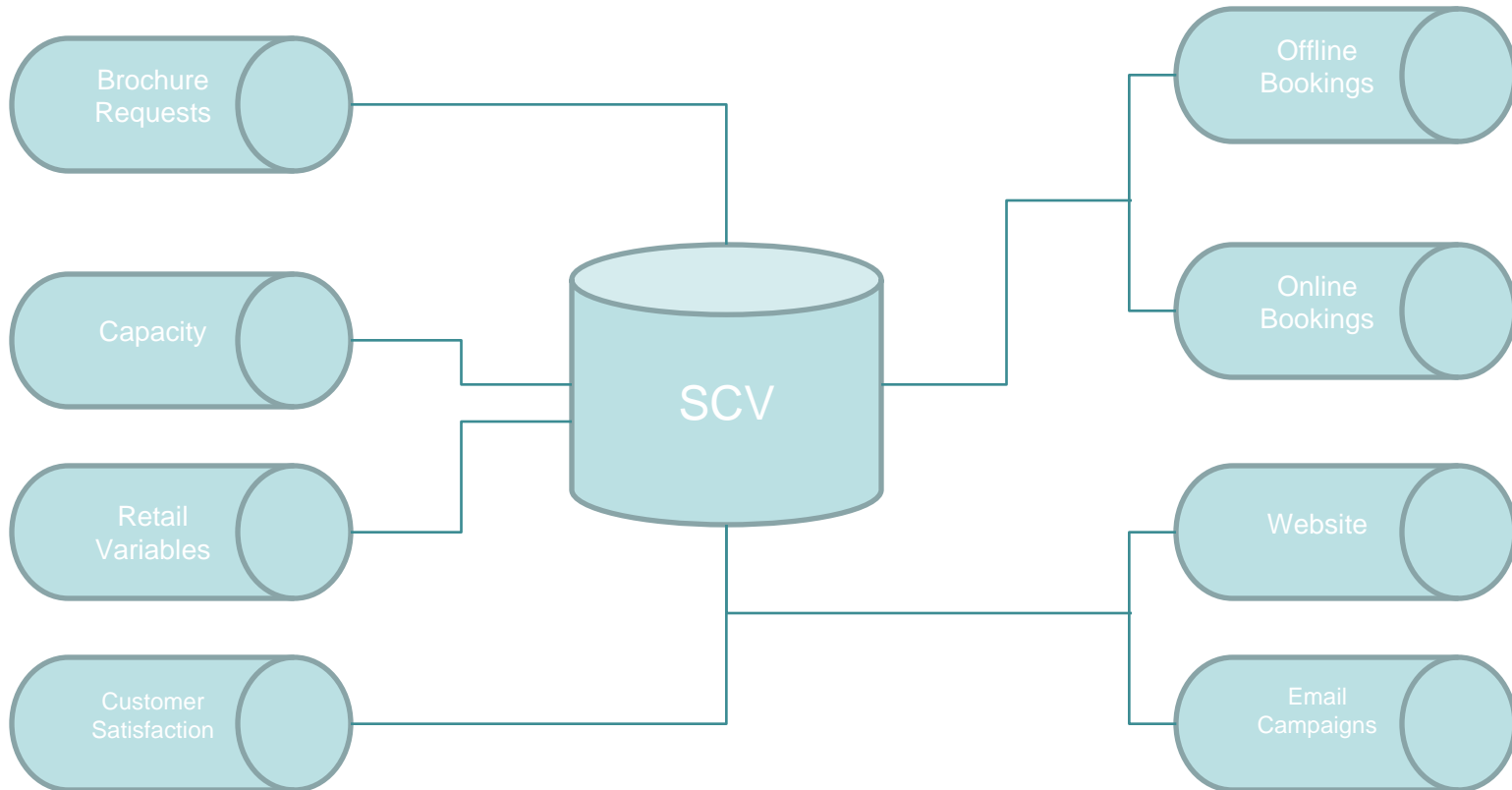
- ▶ Bring together data from 17 different brands
- ▶ Create a single-view database to enable insight into customer behaviour
- ▶ Increase Revenues
- ▶ Co-ordinate future marketing campaigns irrespective of channels used
- ▶ Deepen its insight into customer behaviour and attitudes
- ▶ Cut marketing costs
- ▶ Develop predictive models for its future marketing communications



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# Data Consolidation Phase



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# Case Study - TUI Travel UK - Celerity

## Database Solution

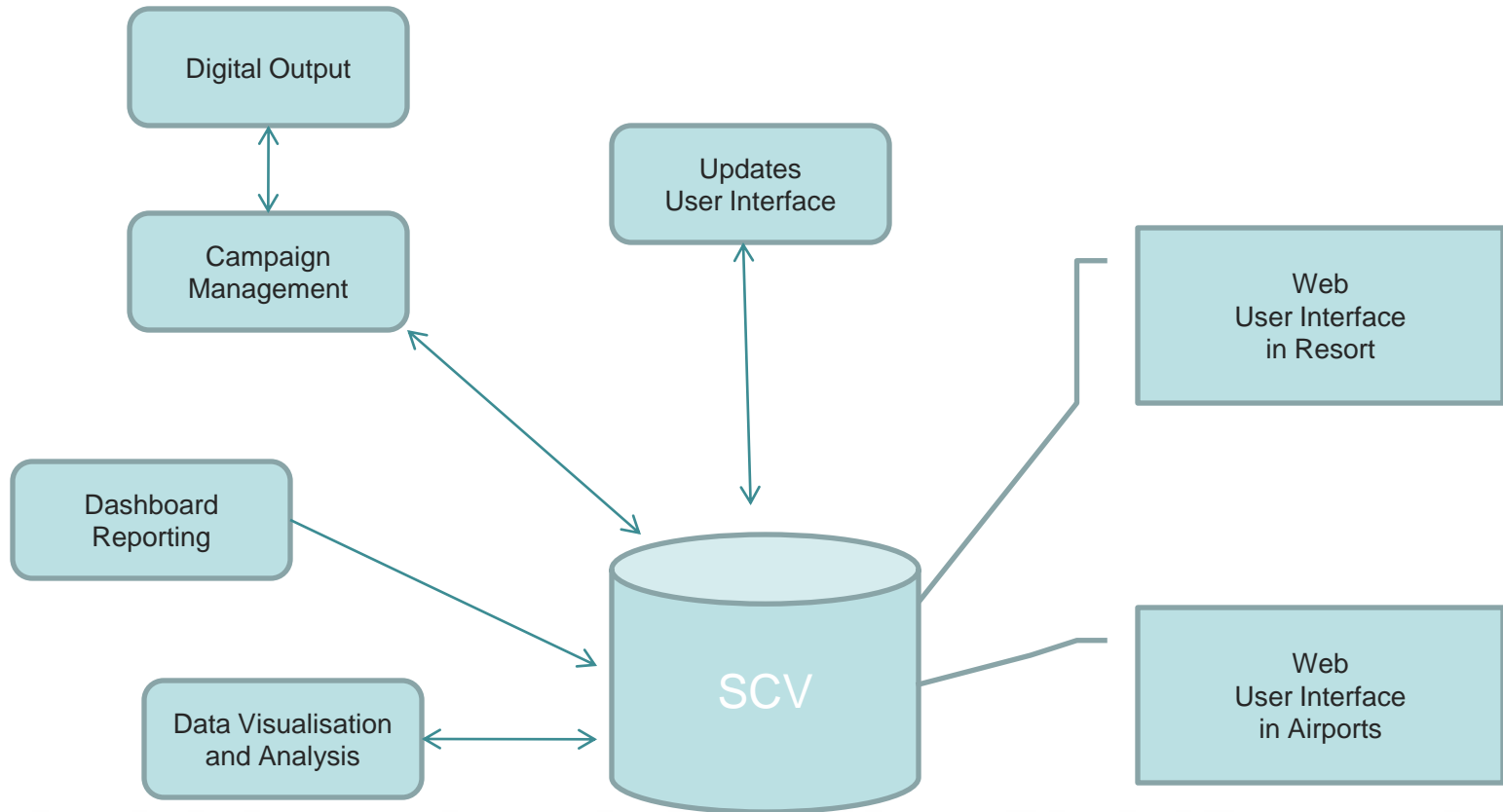
- ▶ Database design
  - Regular Updates
  - Handle Changes to supply architecture
  
- ▶ User support was required for
  - Direct customer record interrogation
  - Amendment of details
  - Analysis
  - Exploration
  - Campaign management



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# SCV Development



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# Case Study - TUI Travel UK - Celerity

## Resulting Rewards for SCV project

- ▶ All performance targets were met and exceeded
- ▶ Year one operational savings achieved over 50% equating to more than £2 million
- ▶ The system has provided detailed behavioural and attitudinal insight
- ▶ Maximised the use of its customer data
- ▶ Increased the degree of personalisation
- ▶ Devised targeted customer communication campaigns
- ▶ More than 90 million individual communications have been generated
- ▶ Campaigns have seen ROI rates of up to 5:1



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# Summary - Today's Economic Climate

- ▶ Financial uncertainty
- ▶ Consumer spend is set to change
- ▶ Marketers will be struggling to attain what used to be the norm
- ▶ Significant customer insight will now be required to stimulate activity
- ▶ We need to know more about them....
- ▶ Data – Knowledge - Understanding

# The Alternative

Marketing Managers Convention



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Thank you



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# FastStats Partners



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# Case Studies

## ▶ Famous Pink Newspaper

- ▶ FastStats PWE model achieved a greater than four fold improvement on their previous campaign

## ▶ Global Radio

- ▶ Single Listener View database. First of its kind in the UK

## ▶ Thus (ISP)

- ▶ Des Lynch, Database and Segmentation Manager

*"It has provided us with powerful insight into our customer base, allowing us to make informed and targeted marketing decisions."*

## ▶ Hoseasons (Travel)

- ▶ Achieved substantial cost savings on traditional mailings. By restricting traditional direct mail letters to only those prospects and customers that have not provided an email address. Print and postage costs are reduced.
- ▶ Hoseasons now broadcast between 300,000 and 500,000 emails per month. Every year they still carry out a smaller number of larger traditional direct mail campaigns to around one million contacts.



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# Case Study – FMCG

- ▶ **Online Retailer delivering groceries to millions of households across the UK**
- ▶ **Objectives**
  - To reduce the cost of new customer acquisition by building effective models to drive more efficient and responsive data selection
  - To understand the different demographics of customers across geographical areas
  - To analyse the effectiveness of particular offers and promotions
  - To measure conversion timescales and calculate the most responsive time to carry out activities
  - To calculate return on investment of multiple mailings and email broadcasts
  - To analyse customer behaviour and create segments
- ▶ **Produce their own models using FastStats**



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