



## Database Hosting

### The platform and tools that deliver maximum insight into your data

#### Is your database holding you back?

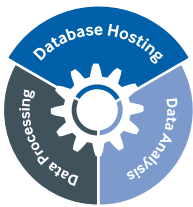
If the way you host your data isn't up to scratch, it's usually because your marketing campaigns are constrained by a slow, inflexible in-house system that isn't designed for the job in hand. It can take days to interrogate your data and it's usually impossible to drill down to the level of detail you need. Worse still, a poor database damages your campaigns as you waste time finding work-arounds for even the simplest tasks.

#### The benefits of effective hosting

When you choose database hosting from meta-morphix, your data is maintained in a robust, secure and accredited environment that's trusted by many leading brands – from charities and retailers to catalogue companies and travel firms.

You don't need to invest valuable budget in an expensive, in-house system, but you can still enjoy a bespoke service that speeds up your timescales, delivers the functionality you need, offers round-the-clock access and provides industry-standard data security and compliance.

Most importantly, hosted solutions from meta-morphix offer you the tools needed for advanced data interrogation – allowing you to create targeted and responsive campaigns that are designed to get the right message to the right person at the right time – using the right channel.



**FastStats™**  
Marketing Data Analysis & Automation Software

## Superior customer insight from FastStats

As a user of meta-morphix's most popular hosting package, you will benefit from FastStats data analysis software – giving you access to an industry-leading suite of tools that are much more powerful than those provided on all but the most expensive in-house systems.

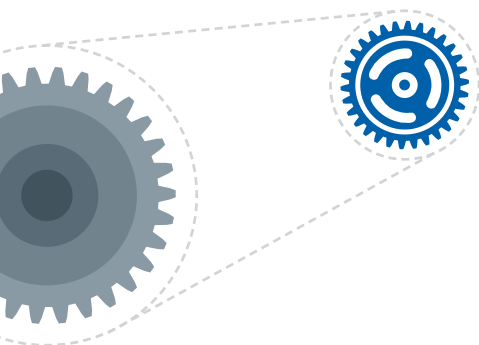
FastStats allows you to extract detailed analytical reports at the click of a mouse – including marketplace and customer segments, transactional analysis, bespoke analysis of quantitative data and more.

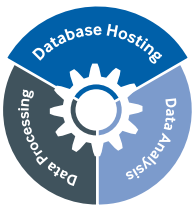
Extracting data with FastStats takes minutes, not days – and unlike many internal database systems you can rely on the accuracy of your results. It's easy to use, with training available if required. And your data is regularly extracted, cleaned and aggregated at no extra cost.

With FastStats at your fingertips, you have all the tools you need to develop detailed customer understanding – and to plan your campaigns accordingly. If you need extra campaign management or data modelling functionality, it's easy to add additional FastStats modules to your hosting package.

### Features

- Secure hosting in an accredited environment
- Full demo and bespoke test versions
- Advanced data interrogation
- FastStats data analysis software or simple desk-top interfaces
- FastStats campaign management and data modelling add-ons
- Detailed audit and analytical reporting
- Regular data extraction, cleaning and aggregation
- Unbiased access to all commercially available UK suppression files
- Advice from top data experts on any aspect of your campaign





### Trying out meta-morphix hosting

It's easy to test out the extra muscle meta-morphix database hosting can bring to your marketing campaigns. We not only provide you with a full demo of our hosted solutions, but we can build bespoke test versions that are powered by your own data – showing you how our hosting performs in real-world conditions.

And if you're not ready for our full FastStats hosting package, we offer a version that gives you the same security and accessibility, but has a simpler interface with tools to apply static modelling and segmentation. Our expert team will advise you on the best package for your needs.

### Benefits

- Create robust, repeatable marketing processes
- Fast, accurate data extraction
- Easy to use
- Run targeted, responsive campaigns – using the right message and channel
- Develop detailed customer understanding – driving your campaign plans
- Avoid the expense of building and maintaining in-house databases
- Satisfy data protection requirements and corporate IT security standards

### Project management

Hosting from meta-morphix makes sense if you market to your customers and prospects often, but you don't want the expense of building and maintaining complex in-house databases. And if you would like additional help to make your campaigns succeed, you can rely on our PRINCE2 qualified project managers to support you.

To benefit from over a decade of complex database building experience – try database hosting from meta-morphix for yourself. With some of the industry's top data experts behind your hosting, your campaigns will soon perform better than ever before – at a price that will rapidly pay for itself.

### How to find out more

If you would like to learn more about our database hosting services, simply call our team on 020 7089 6400 to get the answers you need or arrange a full demo.