

Transform the simplest data into actionable insights



Like turning straw into gold, you only need three simple data points...

- Donor ID
- Gift Amount
- Gift Date

...to get all of these valuable insights:

DONOR SEGMENTATION & PROFILES

Create a variety of segments and see valuable profile metrics

LIFETIME VALUE

Assign a lifetime value to each donor with continual reassignments depending on activity level

INCREASED GIVING LEVELS AND RATES

Determine the ideal frequency for communication to get the best results

LIFECYCLE SEGMENTATION

Define lifecycle stages and track donors through their journey to create segment-specific strategies such as "winback"

RFM ASSESSMENT

Improve results with a better understanding of your recency, frequency and monetary data

REDUCE MAILING AND PRINTING COSTS

With more accurate insight into your recipients you'll get better results with less volume and costs

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MORE DATA = EVEN MORE RESULTS

With additional data points like campaign date, donor demographics or interests and campaign constituent details, there are even more insights.

- New Prospect Identification
- Optimal Messaging
- Channel Optimization