

Target Analytics

New Offerings

- George Whelan, Account Executive
- Target Analytics
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Discussion Overview

- ▶ Introductions
- ▶ Target Analytics Overview
- ▶ Email Optimization
- ▶ Direct Marketing Insights Bundle

Hello! I'm George!

At Blackbaud 7 years+

Hometown New York, NY

- ▶ Married father of one rambunctious 8 year old and one equally rowdy 3 year old
- ▶ 1st generation American of Cuban/Irish descent
- ▶ Spent 19 years working at non-profits before joining Target Analytics where I managed both direct response and development programs
- ▶ Big baseball (Yankees) and hockey (Devils) fan. Played both high school and collegiate hockey

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WEALTH SCREENING & PREDICTIVE MODELING

Principal Giving Models



Principal Giving Models look for the extraordinary prospects in your file, capable of making transformative gifts of \$50,000 up to more than \$1 million.

Major Giving Models



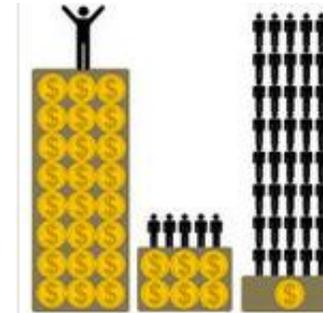
Major Giving Models rank your constituent file based on their likelihood of making a major gift.

Planned Giving Models



Planned Giving Models rank your constituent file based on their likelihood of making a planned gift (e.g. charitable bequest, charitable remainder trust or charitable gift annuity).

Target Gift Range Models



Target Gift Range Models rank your constituent file based on their likelihood of making an annual gift to you within a certain dollar range, from below \$50 to \$50,000.

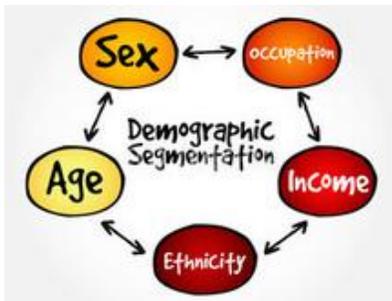
Wealth Screening



WealthPoint is a screening tool that uncovers wealth, career & philanthropic connections on individuals most likely to be major gift prospects.

DATA SERVICES OVERVIEW

Data Enrichment



Data Enrichment Services include everything from NCOA and address & phone appends to demographic, consumer interests & lifestyle appends

Data Health ScoreCard



The Data Health Scorecard evaluates a client's data health across 7 different categories, assigns an overall grade and recommends how to fix identified problems.

Email Delivery Opt.



Email Delivery Optimization introduces best-practices of your email file with our expertise, maximizing results on every email you send.

Persistent Key



Unique Individual Keys applied to all donors with PII. Keys link individuals & households within and across files.

Merge/Purge



Merge Purge includes address hygiene, suppression, removal of duplicate records, post merge modeling, and reporting. List Fulfillment Services available as well.

Email Delivery Optimization

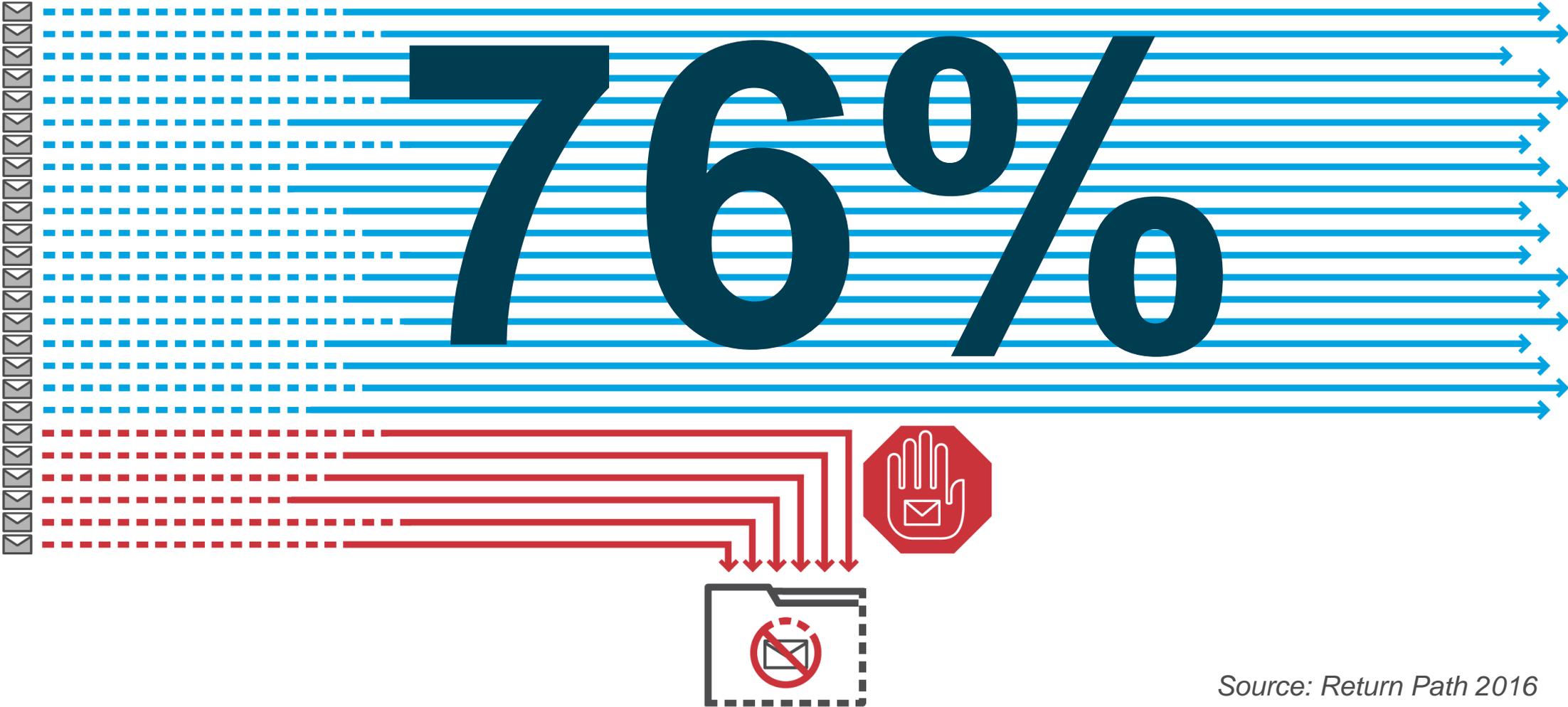


Email List Optimization Addresses....

- Email is a critical channel for both communication and fundraising, driving the majority of digital giving. With email volume increasing dramatically, mailbox provider like Gmail and Yahoo have used complex and ever-changing algorithms to prevent unwanted (SPAM) messages from getting through to inboxes
- Net of these changes: less emails are getting through to inboxes, adversely impacting giving. Bad list quality is costing nonprofits an estimated \$24,500 annually.

diligent list grooming...a time-consuming activity many nonprofits don't have

It's Harder than ever to reach the inbox



Source: Return Path 2016

Email List Optimization Helps Get Your Message Through

Blackbaud can help automate best-practice management of your email file with Blackbaud Target Analytics and our expertise, maximizing results on every email you send.

Subscription Includes:

- Email hygiene data append, run 2x annually, from TA that identifies the following issues that affect email deliverability:
- Spam Traps/ “honey pots” (i.e. flag trap email addresses on your file)
- Screammers (i.e. check your list for frequent Spam complainers)
- ISP handshake (i.e. is each address valid & accepting mail?)



Grew year-end fundraising – sending fewer, better emails.

Partnering with Blackbaud to improve email delivery, The Nature Conservancy improved year-end campaigns.

- 9% increase in inbox placement
- 65% reduction in SPAM traps
- 78% reduction in domain typos

The result? 112% more raised per email delivered

*“The Nature Conservancy used Blackbaud’s email delivery optimization to identify and suppress 95,000 harmful email addresses, and adjust its delivery practices, **more than doubling the organization’s year end fundraising results.**”*

- Shiloh Stark, Director, Digital Fundraising
The Nature Conservancy

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Direct Marketing Insights Bundle



DIRECT MARKETING INSIGHTS

Philanthropic Scores



Philanthropic Score



Donor Persona



Direct Mail Gift Array

Channel Scores



Direct Marketing Score



Phone Score



Online Score

Specialty Scores



Sustainer Score



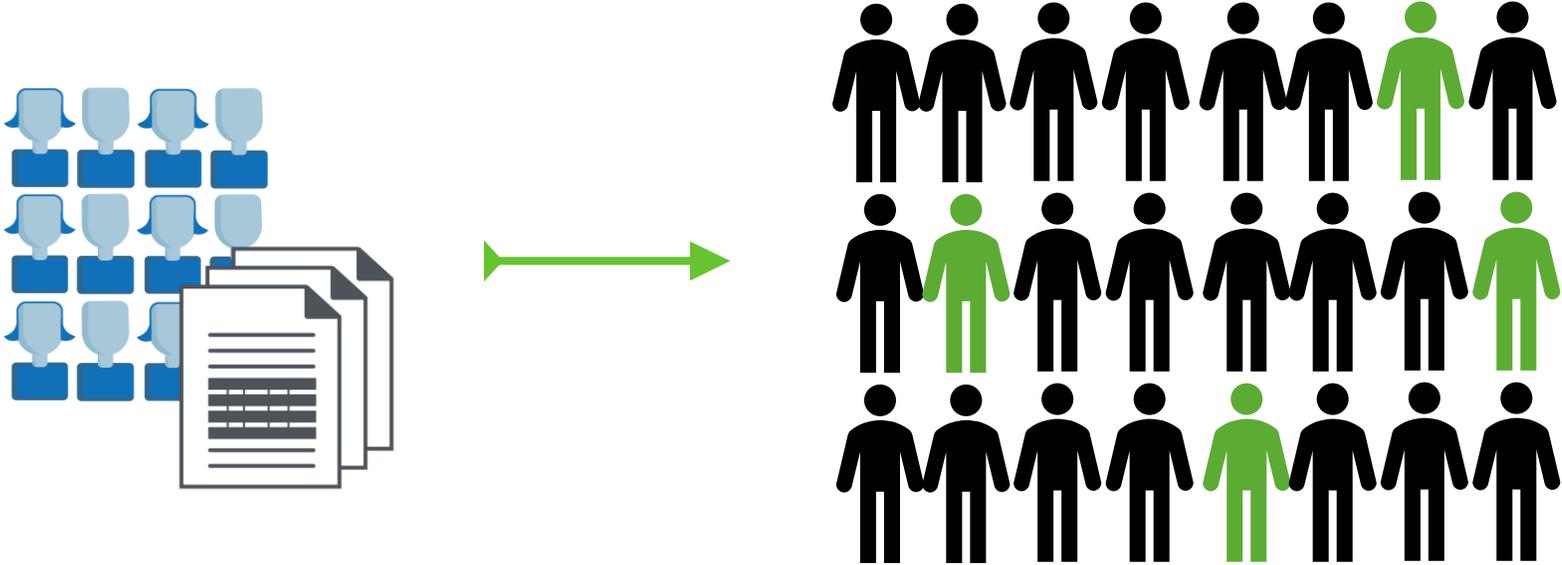
#GivingTuesday Score



End of Year Giving Score

Philanthropic Score

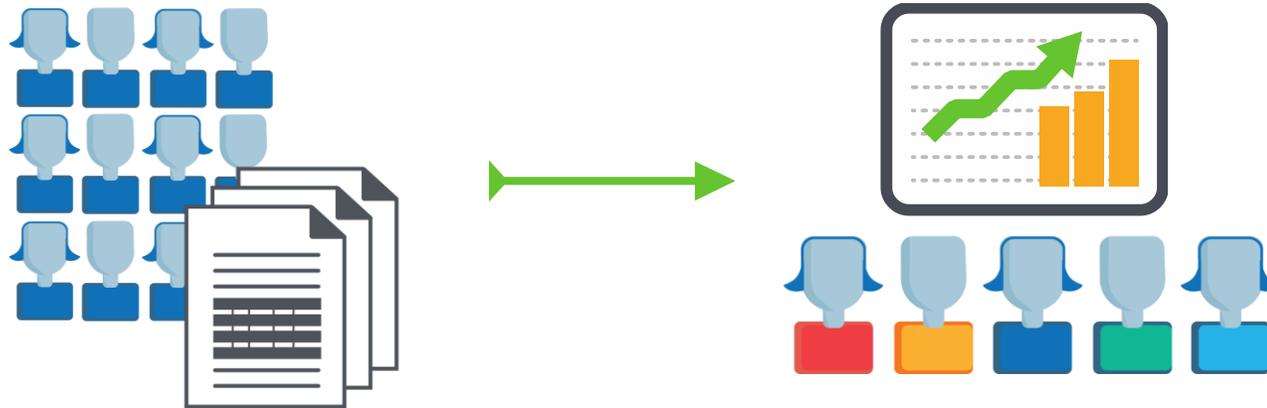
We use past giving behavior combined with Blackbaud's proprietary data to score each constituent based on their likelihood to be philanthropic.



Target individuals that are **LIKELY TO GIVE**, which can help save costs for your direct response programs and avoid spanning individuals who are not likely to donate.

Sustainer Score

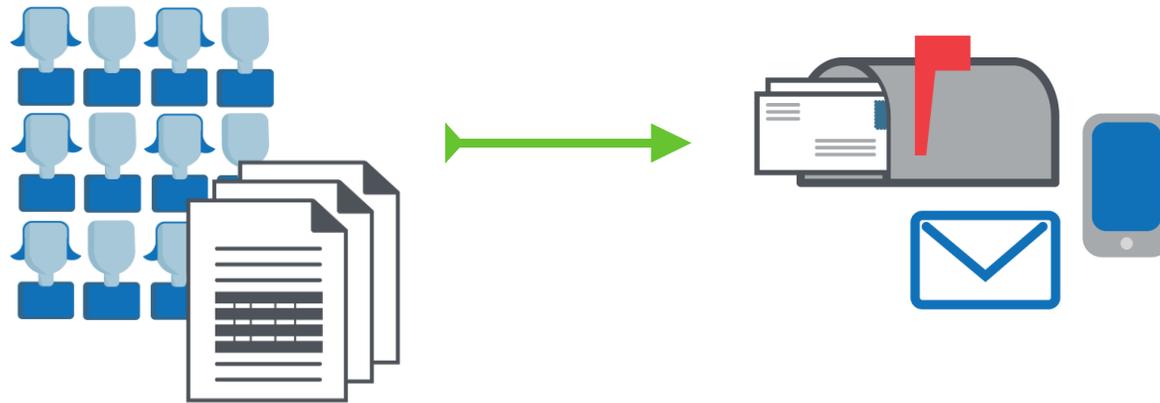
We use past giving behavior combined with Blackbaud's proprietary data to score each constituent based on their likelihood to participate in a sustainer program.



The annual Blackbaud Luminate report revealed that sustainer giving has grown more than 20% over the past year and now represents 8.4% of total giving. It is a program that will become an increasingly important driver of fundraising growth.

Channel Scores

Channels scores use donor behavior across billions of transactions to predict the channels through which a constituent is likely to respond.



Campaigns that engage individuals across multiple channels have a 24% higher ROI. Knowing which combination of channels is optimal for each person will help drive engagement.

Gift Array

Based on each constituent's giving history, demographics, and wealth profile, the gift array proposes the **optimal amount** to ask during the next campaign.



Psychology tells us that people more often choose the middle offer. The middle gift amount served up in the gift array is the amount that a constituent is most likely to give.

THAT'S ALL FOR NOW!

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