

Believe in R.O.I. RETURN ON INCREDIBLE

You won't believe what incredible things you can accomplish when you have informed strategies backed by intelligent data.

Predictive analytics enables you to more easily identify your best fundraising prospects by delivering valuable insight to help you optimize giving programs, perform strategic campaign planning, and make faster, more informed decisions. The Target Analytics modeling framework leverages over 10,000 distinct data points to give you a multidimensional view of your supporters—enhancing constituent relationships through a better understanding of philanthropic affinities, demographics, wealth indicators, and propensity to donate.

Don't just take our word for it.

CHECK OUT THESE REAL RESULTS FROM OUR CUSTOMERS:



ANNUAL GIVING LIKELIHOOD

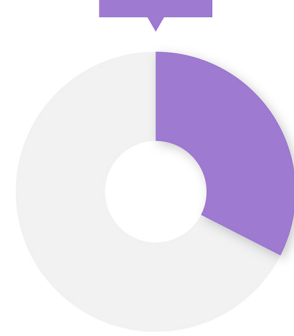
Annual donors are the lifeblood of organizations, providing consistent support.

12x

EXPANDING THE BASE

Annual giving rates were **12 times** higher after modeling

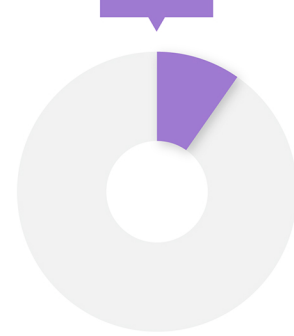
29%



TOP PROSPECTS

29% of annual donors had never given an annual gift prior to modeling

8%



NEW ADDITIONS

8% of total annual donor revenue can be attributed to new annual donors identified through modeling

RISING REVENUE

Total annual giving revenue increased **9%** with the average gift size increasing by **51%**

+ 9%



ANNUAL GIVING REVENUE

+ 51%



AVERAGE GIFT SIZE

+\$1,000

MAJOR GIVING LIKELIHOOD

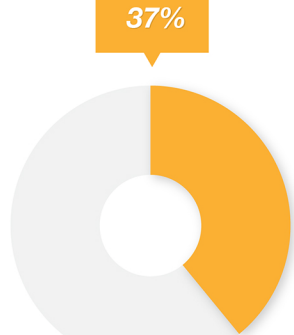
Major donors show their deep support through generous donations.

27x

MAJOR IMPROVEMENTS

Major giving was **27 times** higher after modeling

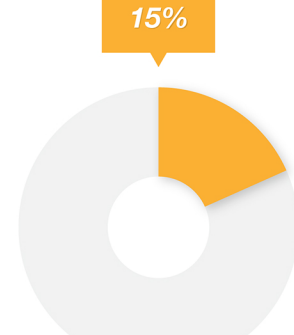
37%



FIRST TIMERS

37% of major donors had never given a major gift prior to modeling

15%



IMPACTFUL DONORS

15% of total major donor revenue can be attributed to new major donors identified through modeling

PHENOMENAL GROWTH

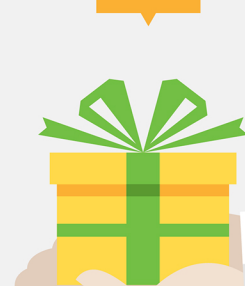
Revenue from major donors increased **14%** and the average gift increased **11%**

+ 14%



MAJOR DONORS

+ 11%



AVERAGE GIFT SIZE

PRINCIPAL GIVING LIKELIHOOD

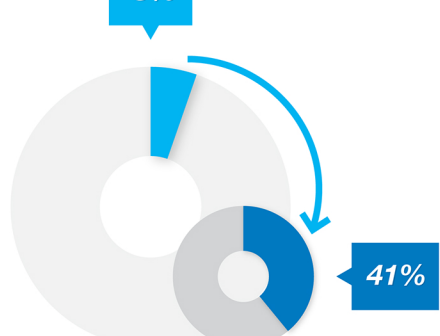
Principal gifts are the few large gifts that significantly impact a nonprofit.

14x

RAISING THE BAR

On average, principal giving was **14 times** higher after modeling

3%



SPECIAL SUPPORTERS

3% of identified constituents through modeling gave **41%** of principal gifts

320K

TRANSFORMATIONAL PHILANTHROPY

The average principal gift was **\$320,000**

FOCUSED SUCCESS

83% of top-scored constituents gave a principal gift vs. less than **1%** of non-scored constituents



TOP-SCORED SONSTITUENTS **83%**