1 MONTH, 317% ROI

How predictive analytics can supercharge your list

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WHO ARE WE?

MAUREEN MCNALLY

Executive Vice President

CHRIS FROST

Senior Digital Strategist
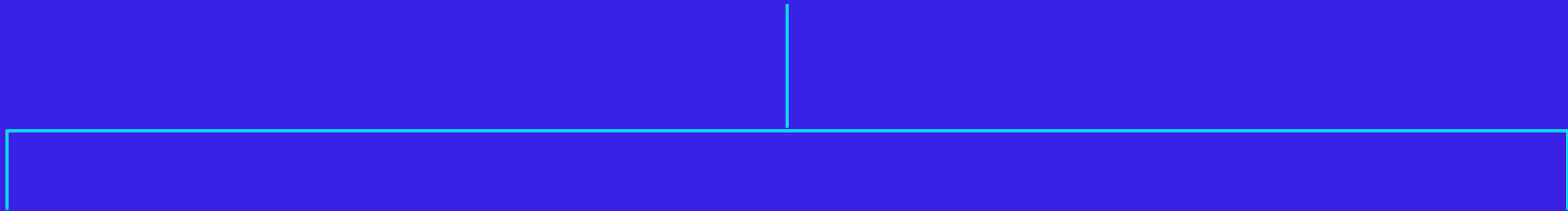
DUNCAN STEWART

Digital Strategist

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THE CURRENT LANDSCAPE

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facebook

change.org

care2

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KEY QUESTIONS

How can we diversify acquisition sources in an increasingly uncertain landscape?

How can we keep growing our list in a way that will pay off before year-end?

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PREDICTIVE ANALYTICS

*Leveraging the super power of AI modeling to find the best supporters for **your** unique program.*

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Maximize the Potential
of Your Existing Assets With
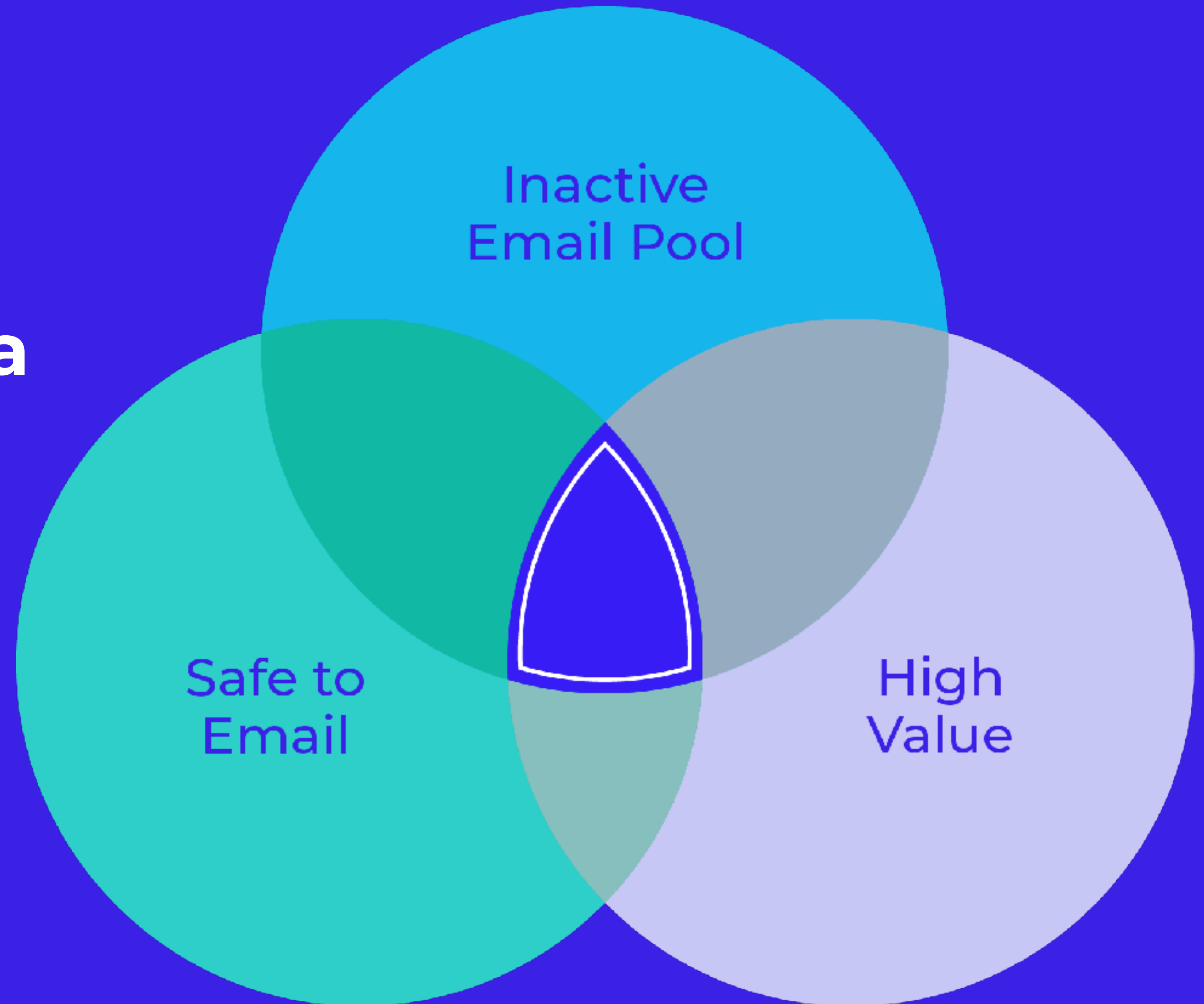
REACTIVATION MODELING

Nonprofit Case Study

- **1 million+** inactive names
- Anticipating end of year
- Identified **top 10%** for mailing in Nov.-Dec.

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Nonprofit Case Study

- Broke even in **two weeks**
- Drove **317% ROI** in just one month

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- **Ongoing results**

401% ROI

34 gifts
over **$1,000**

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A VARIETY OF APPLICATIONS...

REACTIVATION MODELING

SUSTAINER TARGETING
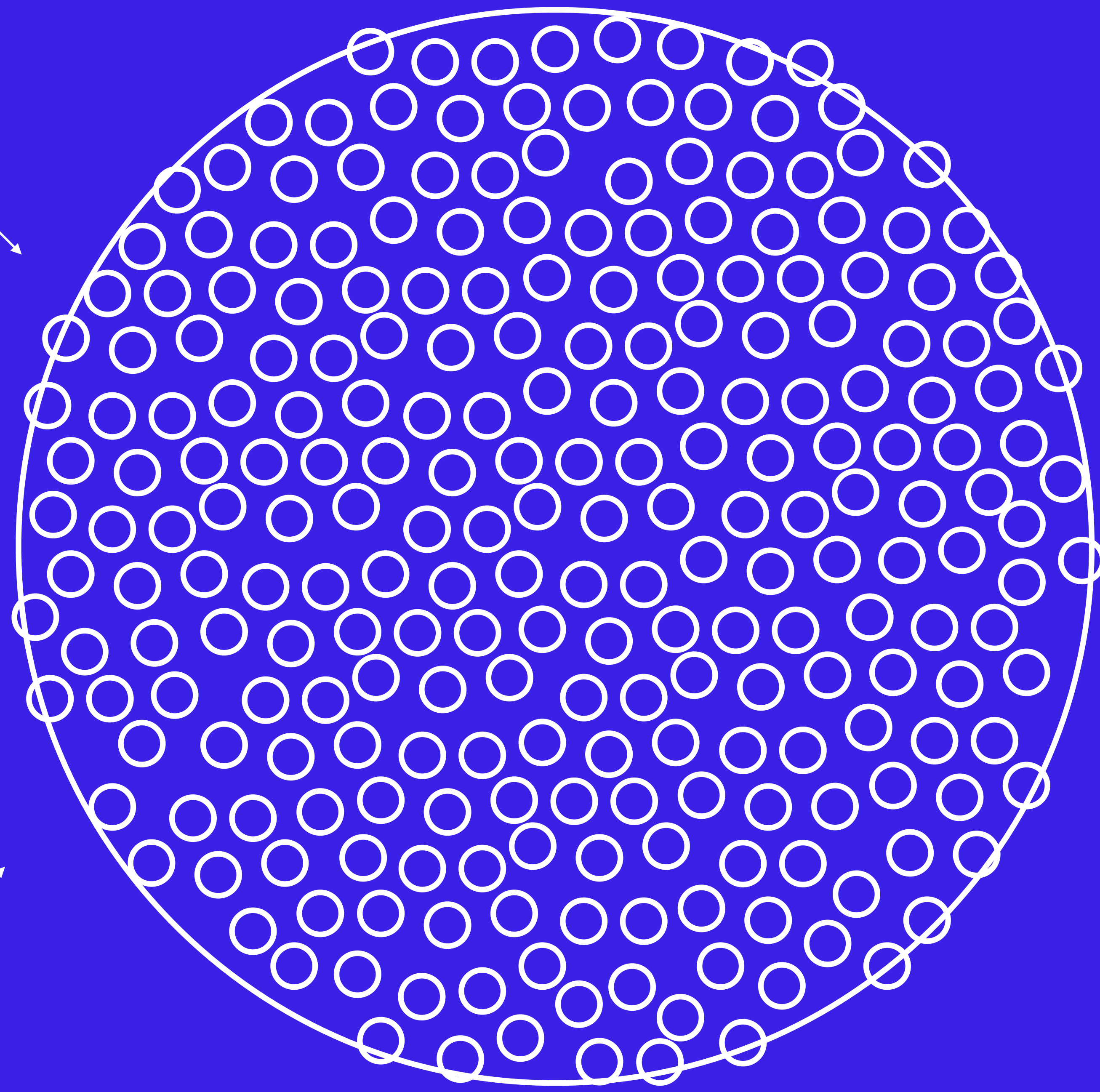
MID-LEVEL TARGETING

MAJOR DONOR TARGETING

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ADVANTAGE AI

First-of-its-kind digital data co-op, powered by sophisticated AI modeling to deliver reliable returns.

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PARTNER 1

millions of
data points

PARTNER 2

millions of
data points

millions of
data points

PARTNER 3

millions of
data points
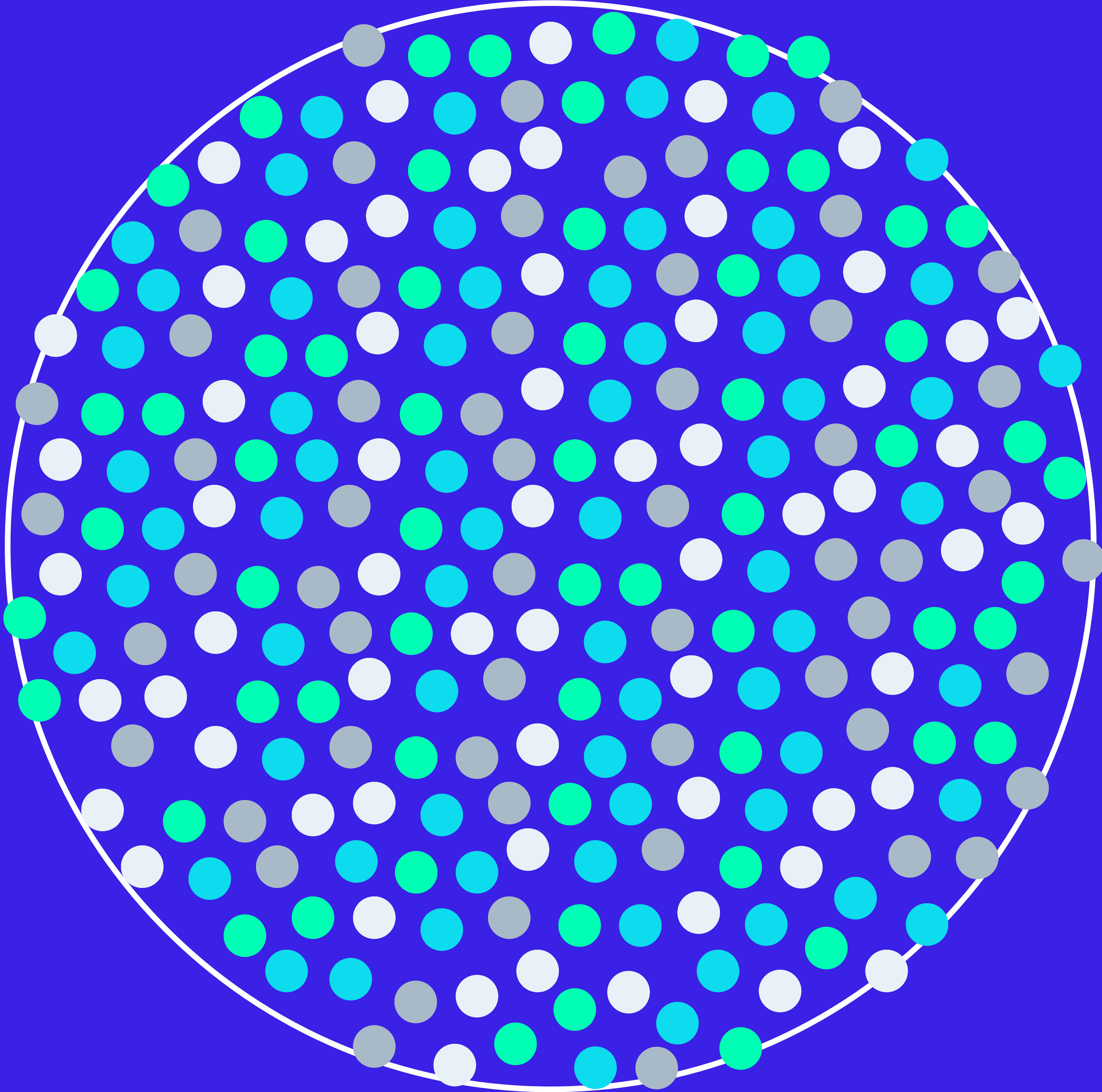
PARTNER 4

Acquisition Source	Return	Scale	Risk	Speed to Scale	Specific Expertise Required
Facebook Ads	High	High	Low	Varies	High
Twitter Ads	High	High	Low	Varies	High
Change.org	Low	Varies	High	High	Low
Care2	Medium	Varies	High	High	Low
Advantage AI	High	High	Low	High	Low

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THE RESULTS

- **Ongoing results**

110% ROAS

761,312 names acquired

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