

Predictive Analytics Customer Insights Drive Marketing Strategy for Non-Profit

THE CHALLENGE

A large non-profit wanted to maximize reach and return on marketing investments by better understanding and targeting its highest value customer segment, large donors.

THE STRATEGY

Rise began by digging into the brand's data to identify and segment its best performing customers. Appending third-party data to this group allowed for the creation of more robust profiles and a deeper understanding of their characteristics. Cluster analysis of the profiles identified the combinations of attributes and primary variables that were common among the group.

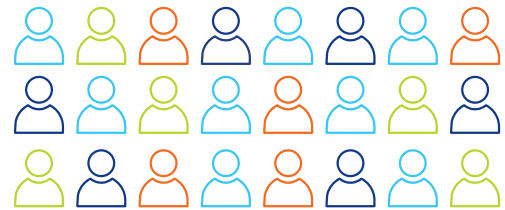
These findings were used to create a custom scoring formula that was then applied to current and potential customers in the database. Through this methodology, Rise was able to identify a correlation between the scores and an individual's propensity to be a large donor.

THE RESULTS

Now, the non-profit is able to identify the new and existing customers who are 450% more likely to become large donors and better prioritize its marketing investments against this group.



Rise Interactive is a digital marketing agency specializing in media, analytics, and customer experience. Our proprietary Interactive Investment Management® approach uniquely helps clients see, shape, and act on opportunities that others cannot.



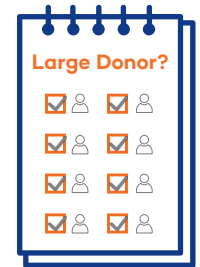
Segment profiles of best performers



Append third-party data to create more robust profiles



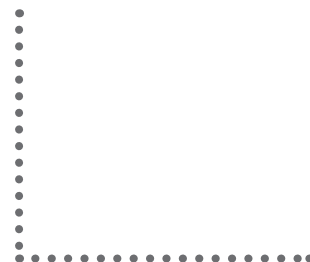
Identify common attributes of largest donors



Create a custom scoring formula using key characteristics and apply it to the database



Identify new customers with similar attributes to grow highest value segment



Prioritize marketing investment to focus on best fit customers