

# ANALYTICS:

## REVEALING THE MOST IMPORTANT DONOR PATTERNS AND OPPORTUNITIES

Our fundraising advice is based on the insights we gain through analytics that highlight various donor performance trends, areas of concern and opportunities to enhance your relationships.

What are these opportunities?

- Donor segments capable of making larger gifts
- Groups of donors who can be approached more often
- Lists of donors who will respond more readily to messages in one medium than another
- Appeals that perform better in one season

There is virtually no limit of opportunity that can be found in your donor base, if you know how to look. Amergent can help through our analytics and our Vital Signs™.

## THE AMERGENT ANALYTICS PROCESS CAPITALIZE ON GIVING BEHAVIORS

The Amergent analytics process is a meticulous review of donor giving activity. Our complete battery of reports covers all key performance measurements during the entire fiscal year.

### **Audience Segment Performance Report**

This report provides results of every mailing promotion to the house file, based on the audience segments that are targeted (category, recency, frequency and amount). This report helps identify opportunities for improvement in the segmentation strategy as your annual cycle progresses. Audience segments can be flexible in this report, and segments can be ranked by the criteria that will be most meaningful for your program.

### **Fiscal Year Effort Report**

This report provides top-line, year-to-date results for all campaigns in your annual development cycle. It shows mail quantities, responses, income, costs and year-to-date net income. This report also shows prior years' performance for the same appeal, so that you can see how the current year's effort compares with historical results. In several cases, this report captures multiple prior years' results, which reveals trends in top-line performance for each of your appeals.

### **End of Campaign Report**

This report is a comprehensive review of individual campaigns that captures all key performance measurements and addresses the various segments of donors and treatments that made up the entire effort. The End of Campaign Report includes narrative commentary on the results, complete with observations on test results, package/audience comparisons and any number of noteworthy trends in donor performance. Where appropriate, the End of Campaign Report will also include our recommendations for sustaining a particular strategy that is working – or revising a strategy that is not working for this particular appeal.

### **Year-End Review Report**

This report is a high-level review of your total program, conducted at the end of each fiscal year. It looks at all the campaigns conducted during the year, presents the results in a comparison with the prior year and makes strategic recommendations for improvement going forward. Similar to the End of Campaign Report, the Year-End Review Report is designed to support strategic enhancements – just on a more macro level.

### **Acquisition/Prospecting List Performance Report**

This report provides results of the mailing promotion by list sources. It helps determine which lists produced results consistent with your objectives, as well as which lists fell short. It captures gifts and income for all lists in the effort, and calculates relevant measurements such as response rates, net income and cost per dollar raised. Subtotals for tests and package segments will be broken out and indexed against the overall average for all lists used.

### **Various Ad Hoc Reports**

Amergent is able to provide a number of ad hoc reports designed to meet your specific needs. We work with you to determine any special reporting needs you may have, and make every reasonable effort to provide the reports that will serve your precise objectives. This is part of our philosophy of serving the unique needs of each individual client, and it is another benefit of working with Amergent.

### **Access the Most Sophisticated Predictive Modeling and Data Mining Tools Available**

These are just a few of the reports that can give you a comprehensive picture of your fundraising performance. That in itself will create strategic insights. But we can take it a step further and help you understand the practical implications: what revenue can you budget in your next campaign? which donors are candidates for upgrading? where should you devote the most resources if you want to grow? These are the kinds of questions routinely answered by Amergent's exclusive review: Vital Signs Analysis™. See our Vital Signs Analysis brochure for more information.

**For more information about analytics or Amergent's other services, please call 1-800-370-7500 and ask for [Jack Doyle](#).**