

Nonprofit Client Sees a 100% Increase in Average Donation

CASE STUDY



Business Need Overview

A national nonprofit client promoting the preservation of military history was looking to raise funds to complete its heritage center and museum.



Solution

Based on the organization's objective, Infogroup Targeting Solutions (ITS) recommended Marketing Genetics verified data to find high quality prospects, wisely allocate their spending, and maximize their ROI.

RESULTS:

After implementing Marketing Genetics for the client's holiday appeal, the client realized a 24% increase in response rate and a 100% increase in average donation.

About

Marketing Genetics

Marketing Genetics is a unique, powerful database of consumer transactional data. Sourced from more than 1000 catalog merchandise mailers, Marketing Genetics collectively pools shopping cart purchase details from the past two years. The Marketing Genetics advantage allows you to gain deep insight into consumer purchase behavior using robust, accurate and recent transactional data, recognize more opportunities to up-sell, cross-sell, reactivate dormant accounts and target prospects with interests and buying patterns similar to your best customers'.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

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