blackbaud

TIP SHEET
Target Analytics® Affluence

We are in a new world. The most successful nonprofits are those that are creative with their strategy.

Overview

Nonprofits have a never-ending challenge. In order to grow, you must identify the right donors. Target Analytics Affluence offers innovative wealth segmentation to help pinpoint donors with the financial means, interest, and willingness to support your unique cause.

Target Analytics Affluence works for you:

Bolster Prospect Research

- Go beyond wealth screening. Add simple-to-read indicators to your wealth and asset research. Sort and prioritize a list of prospects.

Segment Prospects

- Go beyond simple segmentation. Build out strategic actions and next steps based on data. Prioritize higher-scoring segments to define pipeline reports. Move lower segments into mass-market direct response campaigns.

Verify Capacity to Give

- Go beyond assumptions. Supplied income, discretionary spending, and asset information can be used to create and confirm solicitation plans. Making sure you are not asking too much – or too little – from a prospect.

Build Better Personas

- Go beyond name, address, and transactional giving history. Buyer and philanthropic affinities are combined into clearly-defined groups and appended onto each donor record. You can create better tailored messaging and outreach based on these personas.

Improve Marketing

- Go beyond mass marketing with personalization. Narrow your mailing list to target your strategy and craft messages that resonate with your unique donors.

Why Target Analytics Affluence?

Connect with the right people with the right message by using the best income, net worth, discretionary spend, and investible asset data on the market.

- Easy segmentation of supporters into tightly defined philanthropic and wealth profiles

- Detailed wealth data not typically returned during traditional wealth screenings

- Leveraging comprehensive and accurate data from across the entire U.S. prospect donor population

- Key Product Features:
  - 4 wealth attributes
  - 5 main donor groups
  - 13 segments

Email us to learn more ❯