

# The Power of Target Analytics® Affluence

Target Analytics helps nonprofits of all mission types improve prospect research, direct marketing, data enrichment, and performance analysis through smart, effective data solutions. Using records of over 200 million U.S. consumers with over 1,000 highly accurate individual attributes, Target Analytics has access to the industry's most comprehensive nonprofit database, processing more than 4 billion transactions annually. Powered by that elite set of data, Target Analytics provides actionable insights that both identify your most promising prospects and explain how to engage them effectively.

## The Nonprofit Challenge

Nonprofits have a never-ending challenge: in order to grow, they must succeed at identifying the right donors—those with the financial means, interest, and willingness to give—and communicate with those prospects in a way that engages and converts them into loyal supporters. Without good data insight, many nonprofits struggle to find enough qualified donors, leading to an ongoing growth problem.

## How Target Analytics Can Help

Target Analytics combines potent data and advanced analytics to create Target Analytics Affluence, a powerful donor wealth segmentation system that maximizes fundraising effectiveness. Taking data that comprehensively and accurately covers the entire U.S. prospect donor population, Target Analytics Affluence uses advanced analytics to differentiate good donor prospects from bad ones.

## Wealth Attributes

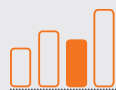
Target Analytics uses data from over 100 fully compliant data sources and advanced proprietary analytics methods to create four key wealth attributes:



### Annual Income

Identify truly high earners using data that accurately predicts income at the household level

Annual Income attribute database has over 3 million U.S. households with annual incomes over \$200,000



### Net Worth

Recognize truly high net worth by combining home value, liquid investment, and other proprietary data

Net Worth attribute database has over 6 million U.S. households with values greater than \$1 million



### Investments

Find the truly financial secure in your database using the largest survey of financial assets to predict investments

Investments attribute database has over 5 million U.S. households with values greater than \$1 million



### Discretionary Spending

Discover truly big spenders with data based on known buying patterns that accurately predicts discretionary spending/household

14% of the wealthiest consumers are in the lowest 10% of spending

## Donor Groups

Using the accurate, actionable wealth attribute data, Target Analytics organizes prospects into 5 distinct donor groups and 13 sub-segments.



### Philanthropists

- 8% of the U.S. population
- Stable donors with ample means
- Educated, environmentally conscious, tech savvy, and loyal
- Sub-Segments: High Net Worth Philanthropists, Financially Secure Philanthropists, Upwardly Mobile Philanthropists



### Humanitarians

- 13% of the U.S. population
- More modest in means, but they give more frequently
- Engaged by messages of need
- Sub-Segments: Steady Humanitarians, Devoted Humanitarians, Faithful Humanitarians



### Casual Donors

- 35% of the U.S. population
- Middle class with varied incomes, casual givers
- Respond to positive messages but relate more to needs
- Sub-Segments: Middle-Class Casual Donors, Working-Class Casual Donors, Marginal Casual Donors, Sporadic Casual Donors



### Enigmas

- 4% of the U.S. population
- No giving history but donor potential based on assets alone
- Conversion takes committed effort and convincing arguments
- Sub-Segments: Affluent Enigmas



### The Masses

- 40% of the U.S. population
- Little means to give and no giving history
- Lowest levels of education, environmental awareness, tech savvy, and loyalty
- Sub-Segments: Blue-Collar Masses, Non-Starter Masses

Combining superior data and advanced analytics, Target Analytics Affluence gives nonprofits the right donor prospects based on wealth data, along with the intel needed to convert them to loyal supporters. This precision approach allows nonprofits to solve their growth challenges and maximize fundraising budgets.

[Learn More >](#)

## About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.