

Target Analytics ResearchPoint™

ResearchPoint combines the industry's best, most comprehensive individual wealth and philanthropic insight to drive results and help grow your mission. Seamlessly integrate constituent data, navigate deeper into each individual's capacity and inclination to give, and access custom-built modeling solutions to identify your best prospects and most likely supporters.



Improving Prospect Research

Easily import existing constituent data directly into the ResearchPoint database to begin building your prospect list. Append new prospects with access to the NOZA database, Target Analytics' pre-matched prospecting database of over 130 million searchable gifts. Find individuals by contact information, geographic location, total wealth, real estate and business property, and philanthropic giving. Build custom research lists to organize and segment individuals prior to evaluation. Uncover each individual's wealth, capacity, hard asset information, likelihood scores and ratings, philanthropic connections, and network of affiliates with shared interests.

With built-in dashboards to analyze results and profile reporting to highlight major gift candidates, prospect research has never been this efficient. Now you can focus on what really matters—engaging and cultivating top-tier prospects.

Benefits

- Import existing data and mine for new prospects
- Build research lists to organize, segment, and screen custom groups
- Research and verify wealth capacity and hard asset information
- Conduct philanthropic screenings to uncover giving history and trends
- Drill down into research results with easy-to-use analytic dashboards
- Build and export individual or group profile reports

[Learn More](#) ▶

ResearchPoint™ Subscription Levels

	STARTER	ESSENTIALS	PRO
	The Starter package is ideal for organizations who have limited staff resources and less time to spend on prospect research.	The Essentials package delivers deeper prospect insight and more advanced prospecting features.	The Professional package delivers complete access to the best prospecting research tools in the nonprofit market.
Individual Screens	500	Unlimited	Unlimited
Group Screens		2,500	7,500
Custom Research Lists	✓	✓	✓
Concurrent Users	Unlimited	Unlimited	Unlimited
Advanced Giving Matching*		✓	✓
Extended Network Feature	✓	✓	✓
Prospect Research Requests			✓
Advanced Search Capabilities			✓
Nightly Data Refresh		✓	✓
NOZA Giving Data	✓	✓	✓

*This is name and address matching to philanthropic gifts found in the NOZA database.

To learn more about Target Analytics and ResearchPoint, visit www.blackbaud.com/ResearchPoint or contact your account representative. >

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.