Connection 360 – Multichannel Marketing
Direct Marketing

Target Analytic's robust data, analytics, and best-of-breed technology allows nonprofits to precisely target constituents through one-to-one online, targeted display advertising. Unlike traditional 'cookie' tracking, Connection 360 is the only solution that enables you to connect with your specific prospects and donors whenever and wherever they are online. In addition, through closed-loop reporting, Target Analytics can help you justify your advertising spend by providing a true 360-degree view of the incremental fundraising lift realized across all online and offline channels over the course of the campaign.

Nonprofit Campaign Challenges:

- Successful marketing campaigns must be relevant, engaging, and focus on the overall constituent experience in order to build long term relationships.

- It is imperative today for nonprofits to embrace and leverage both online and offline marketing channels in order to successfully build advocacy and fundraising efforts on behalf of their missions.

- Nonprofits must understand how to best navigate and communicate via the constituent's preferred channel to solicit fundraising dollars and event participation.

Connection 360 augments marketing strategies across the lifecycle:

Awareness/Acquisition — Increase your reach with prospects that are not in your file or in a current direct response acquisition list. Our statisticians can find additional prospects by modeling your best and most current donors. As an outcome of the model we will create a new, previously untapped target audience identified specifically for your organization that can now be measured.

Retention — Whether you are trying to promote an event, upgrade a donor, or reinforce your mission, Connection 360 will deliver your message directly to your prospects — wherever they are online. Connection 360, in conjunction with other direct response activities such as email, social media, and direct mail, can drive increased response rates for both online and offline communication efforts, creating a true cross-channel donor experience.

Market Trends:

Digital marketing is a new frontier with 34 percent of consumers embracing on online media.

— Forrester,
Future of Interactive Marketing,
April 2011

Digital advertising enters an era of increased accountability as brand dollars continue to shift online.

— Comscore,
US Digital Future in Focus 2012

blackbaud®

Lapsed Donors — Deploy online strategies with focused messaging to encourage lapsed donors to reengage with your organization.

Retargeting — Take advantage of the casual browsers visiting your website. Engage this audience to make a donation, sign a petition, or market to new prospects visiting your site by displaying "recent site visitor" advertising wherever they are online. Retargeting significantly increases your conversion rates by reinforcing name and brand recognition for your organization as potential donors surf the web.

Measure success with Connection 360 closed-loop reporting:

Nonprofits can now measure the true impact of online advertising based on data that matters. Connection 360 closed-loop reporting will provide:

- Campaign effectiveness — Incremental donations from the exposed vs. control groups

- Source of sales — New or existing donors

- Total donation lift and ROI

- Profile of donors

> ➤ **Want to learn more? Contact your Target Analytics account representative or email**
> solutions@blackbaud.com **for more information on how we can help you provide the best mix of**
> **nonprofit expertise for better customer engagement.**