# Release Notes: February 2017 (4.94)

Before you begin to use Target Analytics **ResearchPoint**, take a moment to review the following notes. It is important to share this information with all **ResearchPoint** users in your organization.

Split List Functionality for Prospect Researchers

Research Lists are groups of individual constituents that help you more effectively research potential prospects in batches, so you don't need to qualify prospects one-by-one. **ResearchPoint** now provides the capability to split large research lists into smaller groupings to facilitate batch processing.

This feature is available to users who have the Prospect Research role. Prior to this release, the split list capability was only available for System Administrators. Now, Prospect Researchers can add, edit, and view split lists.

In Research Lists, click the research list you want to split, then click **Split list**.
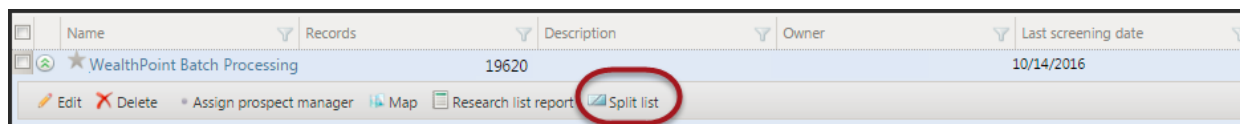
In the Research list split list screen, specify the size (in number of records) of the child research list(s) you want to create, then click **Split**.
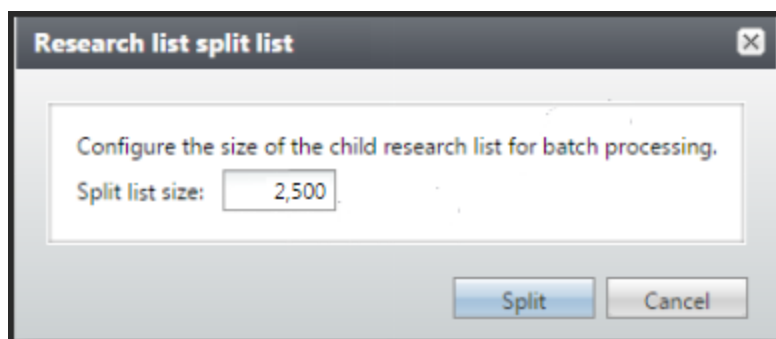
Two or more sub-queries (child research lists) are created from the original research list, based on how many records are in the original research list and the split list size you specified. For example, if you have a research list containing 19,620 records and you specify a split list size of 2,500, **ResearchPoint** creates eight sub-queries; seven sub-queries with 2,500 records each and one sub-query with the remaining 2,120 records.

You can view the sub-queries created by other Prospect Researchers, but you can only edit the sub-queries that you created.

New! Target Analytics Affluence

Target Analytics Affluence is a new donor wealth segmentation system that is integrated with **ResearchPoint** and is offered as an add-on feature.

Target Analytics Affluence pulls accurate, actionable wealth attribute intelligence from across the US population and organizes it into precise donor groups and segments to maximize fundraising effectiveness. To create our wealth attributes, we leverage data from over 100 fully compliant data sources and employ our advanced proprietary analytics methods.

Target Analytics Affluence is offered by subscription only. There are two subscription levels: Standard and Enterprise. With both subscription types, you'll have five new wealth model scores and ratings attributes. With the Enterprise subscription, you'll also have six investment sub-categories and seven discretionary spending sub-categories. A Target Analytics consultant can determine which subscription is best for your needs.

The following five new wealth model scores and ratings attributes are available with Target Analytics Affluence:

- **Target Analytics Income**: Leverages known financial data to accurately predict household income.
- **Target Analytics Net Worth**: Uses home value, liquid investment and other proprietary data to accurately predict household net worth.
- **Target Analytics Investments**: Utilizes the largest survey of financial assets to accurately predict invested assets at the household level.
- **Target Analytics Discretionary Spend**: Uses known buying patterns to accurately predict discretionary spending per household over the next 12 months.
- **Target Analytics Wealth Segmentation**: Categorizes donors into five donor groups: (A) Philanthropists, (B) Humanitarians, (C) Casual Donors, (D) Enigmas, and (E) The Masses.

Each donor group is further broken down into segments based on wealth, demographic, and donation attributes.

- **Philanthropists**: A1 - High Net Worth Philanthropists; A2 - Financially Secure Philanthropists; A3 - Upwardly Mobile Philanthropists
- **Humanitarians**: B1 - Steady Humanitarians; B2 - Devoted Humanitarians; B3 - Faithful Humanitarians
- **Casual Donors**: C1 - Middle Class Casual Donors; C2 - Working Class Casual Donors; C3 - Marginal Casual Donors; C4 - Sporadic Casual Donors

- **Enigmas**: D1 - Affluent Enigmas
- **The Masses**: E1 - Blue Collar Masses; E2 - Non-starter Masses

You can view these new attributes in the **Model scores and ratings** grid on the constituent's Wealth Summary tab. A maximum of seven model score attributes can be displayed here. If a constituent has more than seven model score attributes, click **View all <n>** (where <n> is the constituent's total number of model score attributes) to open the Model Scores tab where you can view the constituent's entire list of model scores and ratings information.

Additional sub-categories for investment and discretionary spending are available with the Enterprise-level subscription.

- For the Target Analytics Investments attribute, there are six additional sub-categories:
  - Checking
  - Savings
  - Securities
  - Savings Bonds
  - Life Insurance
  - Annuities
- For the Target Analytics Discretionary Spend attribute, there are seven additional sub-categories:
  - Dining Out
  - Entertainment
  - Apparel
  - Education
  - Philanthropy
  - Domestic Travel
  - International Travel

Target Analytics Data Updates

Since our 4.93 release, we have refreshed the data for NOZA, Federal Elections Commission (FEC), Dun & Bradstreet, CoreLogic, and Thomson Reuters Business Intelligence (TRBI) in our Target Analytics database.

Now, when you perform WealthPoint screenings on a prospect's wealth and ratings record, or when you perform a screening on your research lists, you'll have the latest philanthropic gifts, political donations, business assets, real estate assets, and income records.

ResearchPoint Feedback

Do you want to influence the direction of the product? You can in the Target Analytics Community. We're there with you in the community and we're listening for which features you want added or which existing functionality needs to be improved.

You can add a new idea, vote for ideas you want to see implemented, or respond to an existing idea with comments about what you need specifically. The more you tell us, the better we can prioritize and design the product around your organization's needs.

How do ideas get implemented? Ideas with the most likes are more heavily favored when we consider what we should put on our roadmap for **ResearchPoint**.

To see all the current user-posted ideas, from the Target Analytics Community home page, in the **Navigation Menu**, click **Ideas**. We look forward to hearing from you on how you need **ResearchPoint** improved!