

APRA North Texas – Target Analytics

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A total set of solutions:

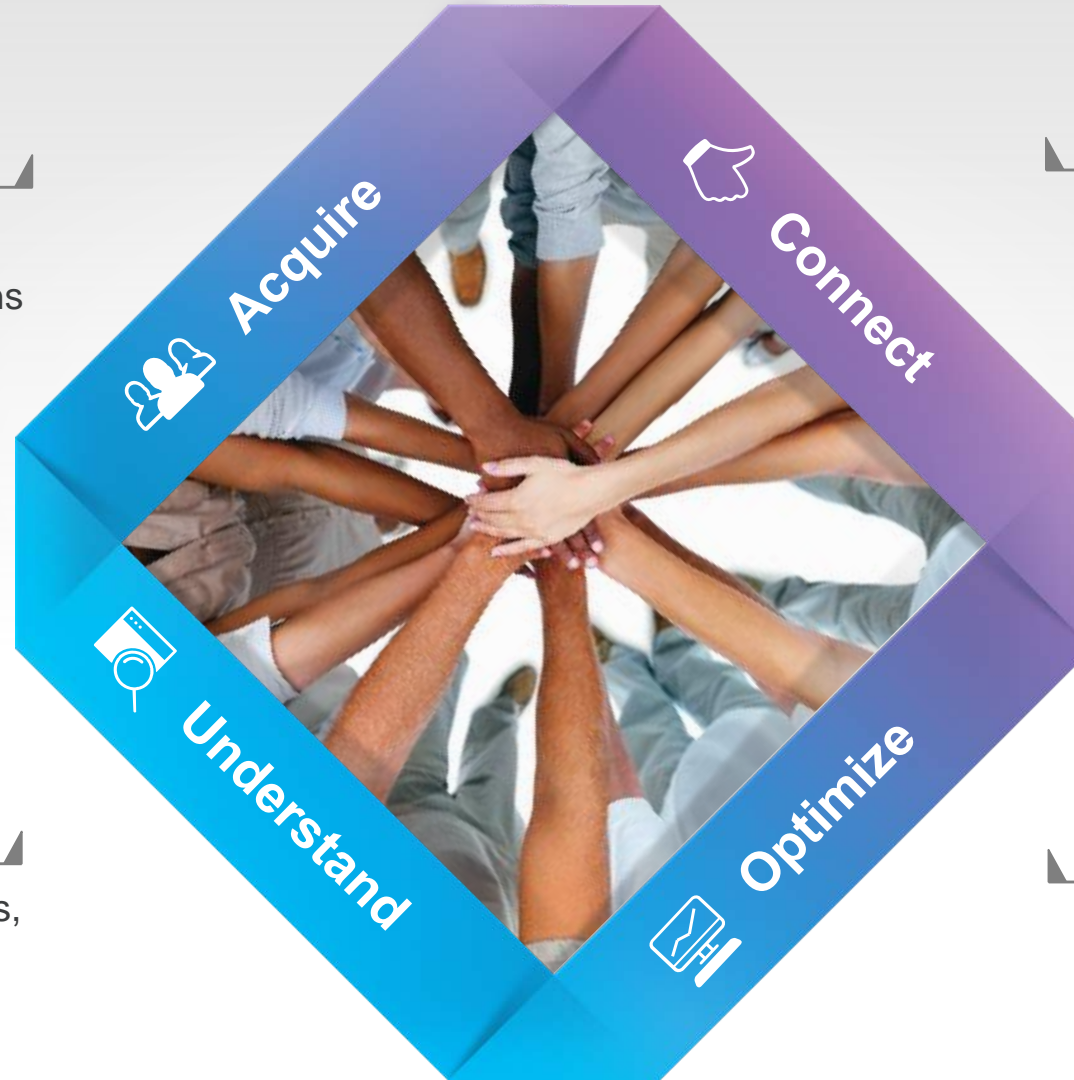


Direct Marketing

Solutions to expand your **omni-channel** marketing communications through the use of strategic outreach – we help identify the individuals that will respond best through each outreach channel.

Performance Analysis

Benchmark fundraising effectiveness, learn best practices from peers, and implement proven strategies for performance improvement.

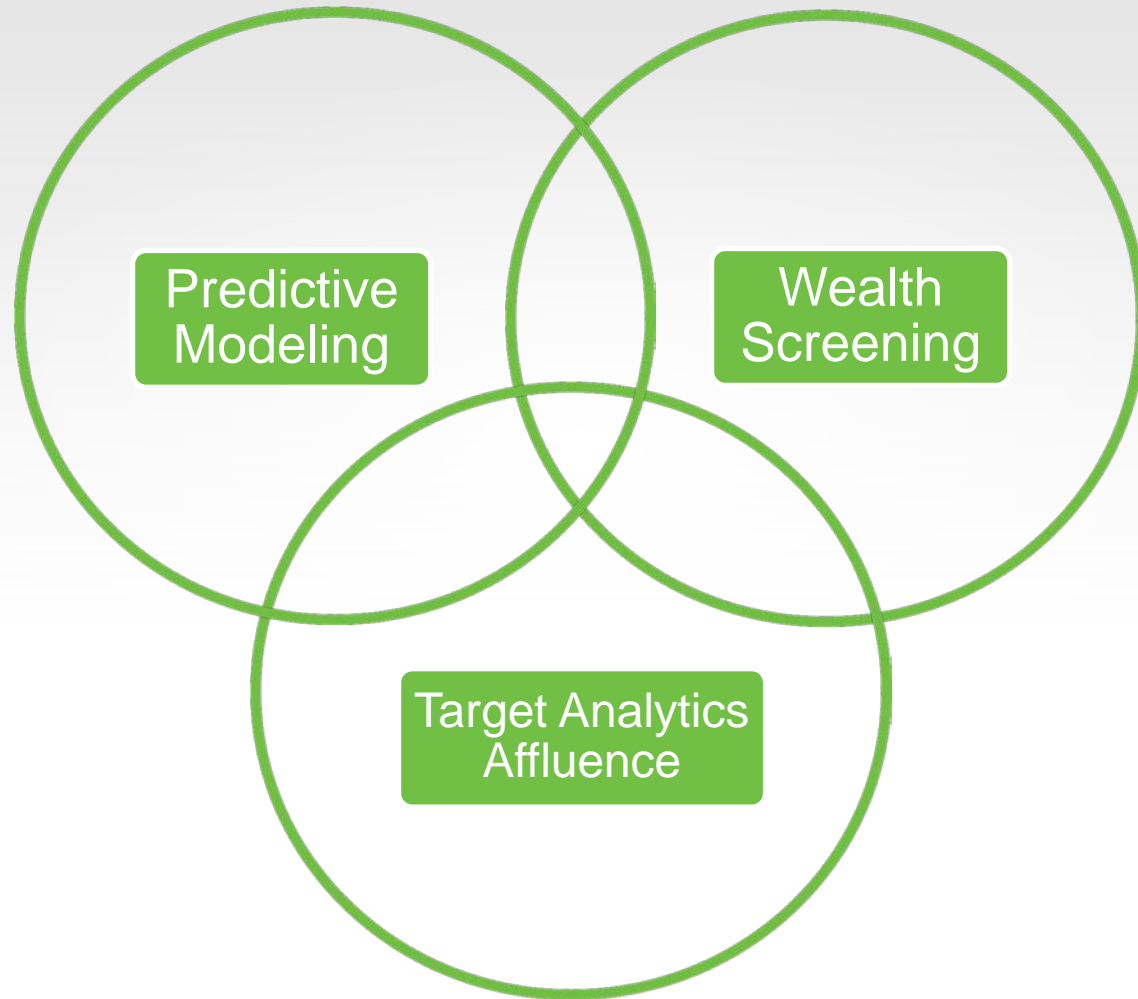


Data Enrichment Services

Database services to **update, maintain, and expand** your constituent profiles to adhere to USPS standards, improve fundraising, and prepare for effective analytics.

Research & Modeling

Enhanced **modeling, data insights, and software solutions** to find the right prospects and connect with the right message.



Target Analytics Affluence

Target Analytics Affluence extracts **ACCURATE, ACTIONABLE** wealth attribute data from across the US population and uses it to organize prospects into precise donor groups and segments.

4 Wealth Attributes

Annual
Income



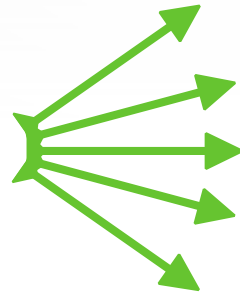
Net
Worth



Investments



Discretionary
Spending



5 Donor Groups | 13 Segments



A. Philanthropists



B. Humanitarians



C. Casual Donors



D. Enigmas



E. The Masses

Affluence Insight Dashboard

✦ Affluence insight dashboard

Group	Philanthropists			Humanitarians			Casual Donors				Enigmas	The Masses	
Total Count	134			47			3				28	49	
Segment	A1	A2	A3	B1	B2	B3	C1	C2	C3	C4	D1	E1	E2
Description	High Net Worth	Financially Secure	Upwardly Mobile	Steady	Devoted	Faithful	Middle Class	Working Class	Marginal	Sporadic	Affluent	Blue Collar	Non-starter
Count	66	23	45	44	0	3	0	1	2	0	28	25	24



A. Philanthropists Explained

8% of US population



Characteristics

Success, Wisdom, Power, Intelligence, Loyalty

General Description & Attitudes Toward Giving

Stable donors with ample means, they're educated, environmentally conscious, tech savvy and loyal. They want to spread success to the world. Optimists, they respond to positive-potential messaging. They seek mass scale improvements rather than on single cases.

Demographic Attributes

College Grad: 61%
 Social: Facebook 48%, Twitter 37%
 Responsiveness: Email 3.8/5, DM 2.2/5

Donation Attributes

Annual Donations: \$4,000+
 Donation Frequency: 1 to 3+ per year
 Donation Amount: \$250+
 LTV per org: \$1,500+

Wealth Attributes	% of US pop	Annual Income	Net Worth	Invested Assets	Discretionary Spending
All Philanthropists	8%	\$210k	\$2.1 million	\$1.7 million	\$15.8k
A1. High Net Worth	0.5%	\$368k	\$7.2 million	\$6.1 million	\$24.0k
A2. Financially Secure	0.8%	\$284k	\$3.9 million	\$3.3 million	\$20.0k
A3. Upwardly Mobile	7.0%	\$190k	\$1.5 million	\$1.1 million	\$14.8k

Thank you

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