



The Data Intelligence Platform for nonprofit fundraising.

Harness the true power of your donor data and run more effective, impactful fundraising campaigns with AI, Machine Learning, and Business Intelligence for nonprofits.

SMARTER FUNDRAISING POWERED BY MACHINE LEARNING

- Intelligent segmentation and campaign recommendations based on donor propensity scoring
- Instant, in-depth data analysis and presentation-ready data visualizations for every campaign
- Automatic campaign updates based on donor responses for effortless data-driven fundraising

SMART CAMPAIGN RECOMMENDATIONS

Predict Scores

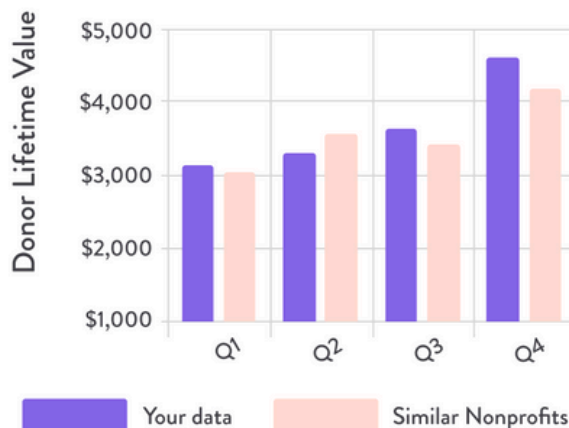
94% Rank: 42nd

Likely to convert to
Recurring Giving

72% Rank: 151st

Likely to give in
a Mail Appeal

LIVE BENCHMARKING



PERSONALIZED DONOR JOURNEYS

THE AI ADVANTAGE

- Make informed decisions based on your complete donor data set
- Reclaim your time and focus for human fundraising tasks by automating manual data work

Ideal Ask Amount (Single)

\$252



Maddie

Age: 33

Gender: Female

Country: US

#Active

Channel Recommendation

Email



Smarter Fundraising, For A Better World



"In 20 years of pulling mailing lists, this was absolutely the easiest direct mail campaign ever. I've never seen an ROI around 500% with such a significant increase in donor gift size."

- Amy Dana, Database Administrator,
Bat Conservation International

490%
CAMPAIGN
ROI

+41.8%
DONOR
RESPONSE
RATE

+\$100
INCREASE IN
AVERAGE
GIFT SIZE

Unified Donor Data For A 360° View

De-silo your data and get a complete picture of your donors with our growing library of CRM, online fundraising, and marketing automation integrations.

One-To-One Donor Journeys, At Scale

Create individual, personalized experiences that delight every donor, with AI-powered predictions for each donor's ideal outreach channel, content preference, ask amount, and more.

Data-Driven Campaign Strategy

Turn data analysis into actionable strategy and take the guesswork out of fundraising campaign planning with recommended segments and campaigns that you can take action on instantly.

Live Fundraising Insights & Benchmarking

Track the health of your Development program from all angles with powerful BI dashboards offering deep data analysis and live benchmarking against organizations of similar sizes and missions.

PROVEN RESULTS FOR OVER 200 NONPROFITS

AMNESTY
INTERNATIONAL



National
Park Foundation



Habitat
for Humanity

Save the
Children

USA for
UNHCR
The UN Refugee Agency