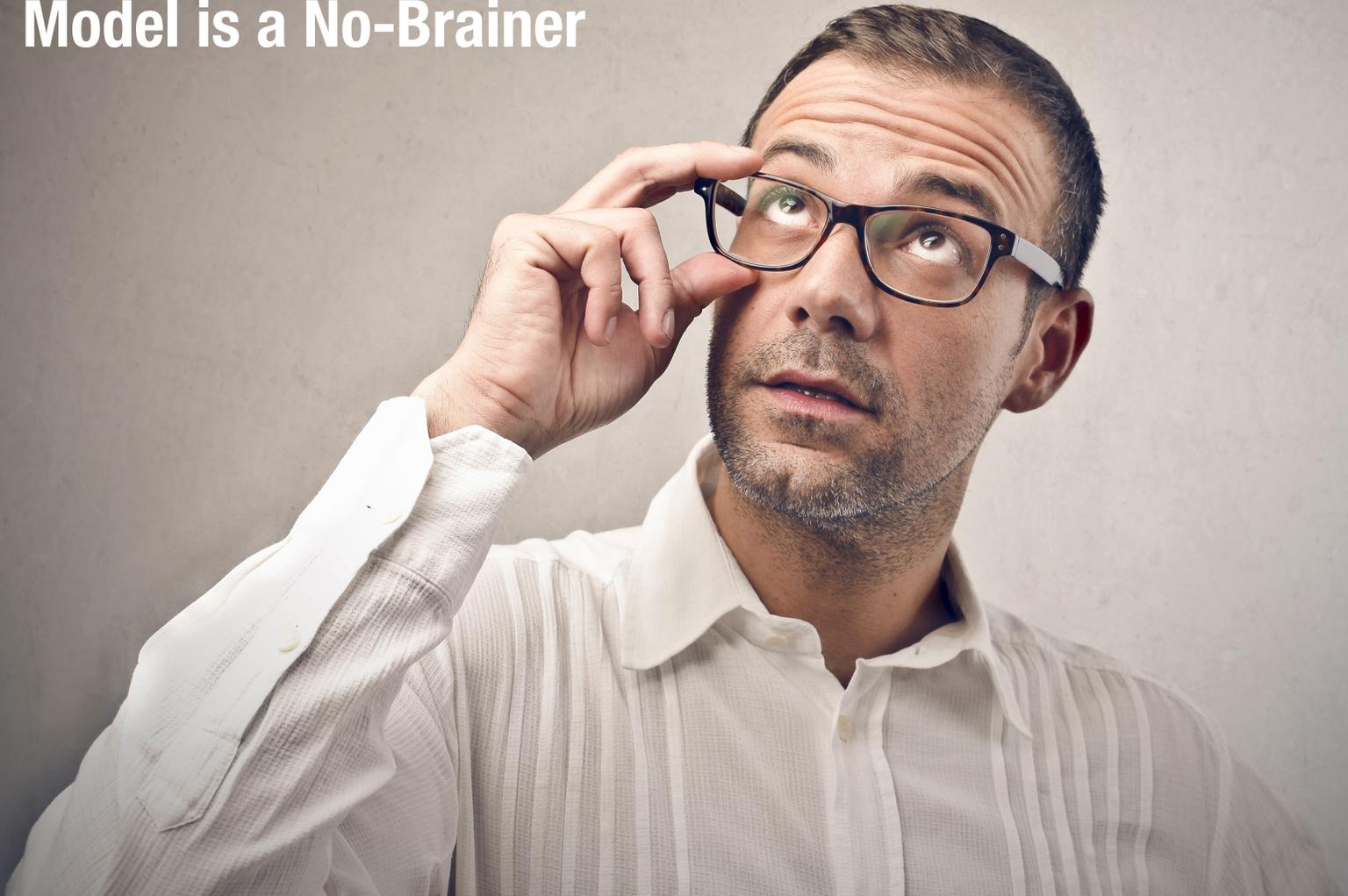


# Testing an Innovairre Machine Learning Model is a No-Brainer



Nonprofits have it tough. Budgets are limited. Expectations are huge. Leveraging Big Data is now key, and Omni-Channel fundraising is becoming essential. So how can NPOs win today?

## **Apply Machine Learning to Omni-Channel**

Thanks to Innovairre's rigorous testing during the past decade, NPOs can now leverage highly complex models. These models use millions of data points to determine who are the best prospects at *this* moment, for *this* message, delivered in *this* channel. As a result, NPOs can now leverage Machine Learning to optimize Omni-Channel implementation.

## **There is No Risk to Trying This Technique**

Qualified NPOs with files of at least 10,000 current

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donors can test a custom-developed, *Innovairre Machine Learning Model* on a *performance* basis. Why? We have been applying artificial intelligence to our modeling process for more than a decade. We are extremely confident in the power of our *Machine Learning Models*. And because we want more NPOs to benefit from our proven approach, we are making it easy for you to say "yes" to a test.

## **One Easy Decision**

Machine Learning and Omni-Channel marketing isn't easy, but testing an Innovairre model on a performance basis is a no-brainer.

Please call us with any questions.

**Call us at 1-800-248-9834.**



# Ask our experts about...

## Database Management

Innovairre's experts can do it all:

- Full service/active management
- Turnkey solutions
- Covering all data inflows & outflows
- Around the clock access

All supported with proactive account management.

## Data Analytics

Innovairre's nonprofit data experts can help:

- Leverage big data on smaller budgets
- Use structured & unstructured data
- Deploy cutting-edge, machine-learning models
- Provide effective, actionable reporting & analysis

Analytics are essential for NPO success. Innovairre has the expertise today's NPOs need.

## Masterfile Audits

Innovairre's *Masterfile Audits* prove fundraisers can:

- Lower acquisition costs
- Find donor lookalikes
- Increase reactivation
- Enhance 2nd gift donations

Audits are recommended every 18 months for NPOs with 10,000 donors or more.

## 24-Hour Thank You Service

Innovairre's *24-hour Thank You Service* drives:

- Higher average gifts
- Greater response
- Increased frequency of giving
- Better conversion

Inquire about our *24-Hour Thank You Service* now. Time is money.

## Operations Software

Innovairre offers the next generation of integrated software, built for NPOs:

- Manages everything from CRM activities to crowdfunding to caging
- Is cloud-based, cutting edge & very affordable
- Is available as self-serve software or with hands-on support

Every NPO should find out about the next generation technology very soon.

## Merge/Purge

Merge/purge services are not all the same.

Our *Power Purge Technology*:

- Eliminates Up to 25% of Duplicated & Undeliverable Mail
- Saves You More in Printing & Postage
- Offers 72-hour turnaround
- Delivers the highest dupe elimination rates

Demand *Power Purge Technology* for merge/purge. There is no duplicate.



Insights & Expertise



Data & Analytics



Donor Software



Personalization



Direct Mail



Print Production



Digital Marketing



ROI Optimization



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innovate for good

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