

## Target Highest Potential Contributors

CharityIQ™ is a new econometric marketing tool that identifies the highest potential responders to fundraising offers. Created by industry professionals, CharityIQ is a powerful scoring tool using AnalyticsIQ's proprietary data.

## Econometrics Make the Difference

What makes CharityIQ different? Our research has found that charitable giving increases as economic conditions improve. We have blended proprietary econometric data with traditional demographic data to produce an optimal solution. The result is up to 40% lift in response rates!

## Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and

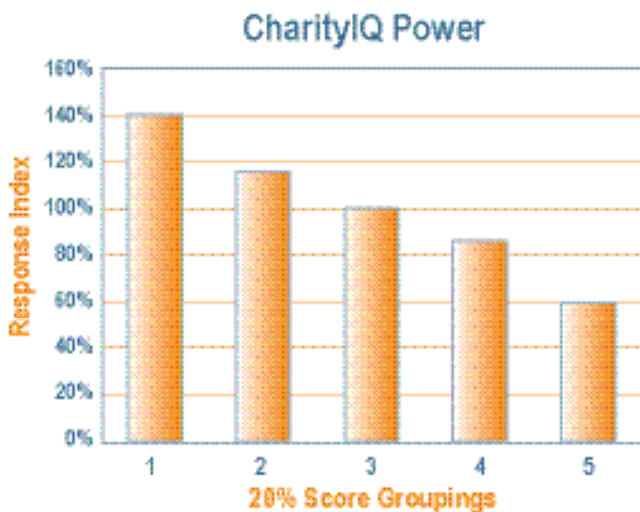
contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

## Clear Benefits to Fundraisers

- Produces up to 40% lift
- Can be used to enhance any list
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

## Test it Yourself – Free!

CharityIQ is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip Code and Zip+4 levels. Call us today to perform back-testing with CharityIQ free of charge.



**CharityIQ produces up to 40% lift in response rates.**