# National Non-Profit Connects with More Donors by Maximizing Match Rates Using AnalyticsIQ Identity Intelligence

## The Goal

A national non-profit wanted to deliver on its mission of providing educational resources and savings opportunities to millions of members by expanding their impact on their donors by executing outreach strategies with greater efficiency.  To accomplish this goal, the organization wished to increase their match rates when taking their first party file to cross-channel buying platforms. They were already including their own available identifiers including name, address, email and phone, but still had many gaps contributing to unmatched records.

## The Solution

This organization already worked with AnalyticsIQ to identify prospects using our data and custom predictive models. They decided to expand their engagement by enhancing their first-party file for better matching with AnalyticsIQ Identity Intelligenice. Previously, they sent their file directly to a leading digital onboarder and exceeded standard matching benchmarks by including many existing fields: name, address, email, and phone. We wanted to help them identify even more of their donors by appending our hashed emails (HEMs) and phone numbers where they had data identity gaps in their database.

## The Results

The impact to their match rates was incredible. Just by filling the data identity gaps with additional identifiers from AnalyticsIQ Identity Intelligence, we were able to help them identify 21% more donors for outreach. In addition, we were able to help them persistently identify 49% more donors by connecting the dots between previously disparate records. By increasing their volume of records, they can make media buys and optimizations more efficiently due to increased scale.

## Let's Talk

Are you ready to increase match rates and turn your mystery identifiers into data rich records? Your file can be match tested by our team, and we will even provide a profile report on your ID enrichment. Contact us today at **sales@analyticsiq.com**.

**AnalyticsIQ Identity Intelligence delivers an increase in match rates & idenified records.**

**+21% matches to identifiers**

**+49% persistently identified records**