



# Acxiom Solutions for Not-for-Profit Organisations

**Not-for-Profit organisations face rising administrative costs and increased competition for donor contributions. To help achieve better conversion rates, Acxiom's specific marketing and information management solutions support all donor acquisition and retention activity.**

With Acxiom solutions, you can increase donations and reduce costs by:

- Ensuring your donor database is complete and accurate
- Assigning a level of contactability to each donor record, then investing in communication with those you know you can contact
- Building a single donor view to analyse and segment current and potential donors
- Identifying and reaching prospective donors by mail, telephone or fax
- Target look alike prospects who have the same characteristics as your current best donors
- Trading up existing givers into regular donors by first understanding your committed donors, then recognising those who appear similar for upgrade campaigns
- Undertaking donor surveys to gather vital information to drive future marketing and fundraising initiatives

## Consumer and Business Data

Acxiom provides the most accurate and comprehensive, multi-sourced data coverage available in today's marketplace.

- **BehaviourBase™** - provides access to invaluable self-reported lifestyle data. Helps non-profits reach people with concern in their fields, to help develop and grow their donor base

- **InfoBase® Consumer** - one of the largest, most comprehensive collections of Australian consumer data available, representing the national adult population
- **InfoBase Business** - the market's premier business database. Unparalleled breadth, depth and accuracy of company and key contact records, maintained and verified by telephone research
- **ConsumerBase New Zealand** - a comprehensive, multi-sourced consumer prospect universe designed to assist accurate and efficient targeting of donors in New Zealand
- **PersonicX** - a segmentation system that clusters Australian households into one of 14 life stage groups, based on specific consumer behaviour and demographic characteristics
- **FirmographicX** - Australia's first B2B marketing segmentation solution, based on business behaviour and applied at an individual entity rather than a geographical level. FirmographicX provides greater distinction than classical segmentation models that rely on industry classification and company size alone.

## Data Quality and Profiling Services

By performing a quick, automated audit and data profile of your donor file, Acxiom provides knowledge about the validity of your data and can identify look alike potential donors. This highlights your potential opportunity to:

- Correct errors in names and addresses
- Verify current address of donors
- Append new addresses
- Eliminate duplicate records
- Remove names of deceased donors
- Verify and append telephone numbers and identify disconnected numbers
- Identify look alike potential donors



## Our commitment to data quality

Delivering the highest quality data to our clients is vital to Acxiom's corporate mission. We believe that accurate, timely consumer information is a critical component of successful Customer Relationship Management. To that end, Acxiom employs a unified, company-wide data quality management system for evaluating each of our individual data products. Our best practice include complex methodologies for the continuous measurement, analysis, benchmarking, trending, and improvement of data quality. In addition, Acxiom is committed to researching and creating new technologies that enhance information quality and sharing these innovations throughout our enterprise and industry.

## Acxiom's view on privacy

Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We build great relationships with our clients and help them build great relationships with their customers by turning compliance challenges into opportunity. Acxiom fosters trust-based relationships by delivering customer and information management solutions that facilitate privacy compliance and preference management.

Acxiom was the first company in the data services industry to appoint a chief privacy officer to advance policies and oversee compliance. Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best-practices. We continually educate consumers, our clients and every Acxiom associate about proper privacy policies and conduct.

Acxiom is a member of the Fundraising Institute Australia, the Australian Direct Marketing Association, the Fundraising Institute of New Zealand and the New Zealand Marketing Association.

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**Call Acxiom to find out how you can find invaluable donors, increase income from current givers and eliminate uncontactable and low-responding prospects from your campaigns.**

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