

Acquisition Targeting (Prospect & List Optimization)

Outcomes we typically see*

-7%

Cost to Acquire

+7%

Response Rate

Days

Time to Value

What this use case delivers

- Find net-positive prospects by scoring response and expected first-gift value.
- Recommend channel and cadence by segment to hit ROI targets.
- Forecast volume and revenue to set list sizes, packages, and spend.
- Suppress low-likelihood names to cut cost without hurting net revenue.

AI signals powering it

- Response propensity tuned to acquisition.
- Gift value index to guide package and list decisions.
- Channel fit to select mail, email, SMS, or social by ROI.
- First-gift timing to plan waves for peak conversion windows.

How it works

- Models blend recency, behavior, offer history, geography, and channel response.
- Outputs ranked lists and prescriptions for channel + cadence by audience.
- Budget planner simulates CPA and net revenue under different list mixes.

Implementation (days, not months)

- Connect historical donor, campaign/appeal, cost, and channel data.
- AutoML trains models with validation; you get donor-level scores and drivers in plain language.
- AI agents push segments and next-best actions into your CRM, ESP, print, and ad tools.
- Launch fast with no-code setup and human-in-the-loop approvals where needed.

* Directional examples; actual results depend on list, offer, channel mix, and scale.

Acquisition Targeting (Prospect & List Optimization) (cont.)

Data & integrations

- Donor master & gift history with unique IDs and dates.
- Campaign/appeal tables, list sources, package and premium costs.
- Channel touches (mail, email, SMS, web), and optional enrichment (co-ops, demographics).
- SFTP/API/cloud-DWH access; read-only connections to activation tools.

Governance

- Human-in-the-loop approvals for high-impact actions and content.
- Least-privilege data access, expirations, and audit logs for decisions and prompts.
- Bias monitoring and calibration checks; versioned models with rollback.

Measurement

- Track net revenue, CPDR, response rate, average gift, reactivation/upgrade rates, and time-to-first gift.
- Use randomized holdouts and pre-registered test plans; report lift with confidence intervals.
- Explainability: show top drivers and calibration so teams can answer the 'why'.

Next steps

- Send a recent acquisition plan; receive a 20-minute forecast walkthrough and modeled drops.
- Pilot on one drop with a holdout; scale to your next window when lift is confirmed.