

# ANALYTICAL MARKETING

StratusLIVE Analytical Marketing is an advanced product designed to plan, model, execute, and analyze highly segmented, high-volume marketing activities. StratusLIVE Analytical Marketing supports advanced omni-channel marketing automation processes by providing real-time data insights and predictive modeling and push-button, vendor-ready output files for multi-channel marketing execution.

## Analytical Marketing Features:

- Fully integrated to StratusLIVE 365 profiles
- Interactions, transactions & meta data
- Inventory awareness for premium, subscription & membership processing
- Real-time constituent life-cycle management
- Commercial Microsoft Dynamics CRM platform
- A/B & extensive multivariate testing
- Eliminates third-party data management delays & costs
- Virtually limitless personalization of ask, text & treatments
- Campaign, group, or individual constituent budgeting
- Highly granular segmentation down to an individual record level

Campaign Activity Groups

2017 August Appeal Email Control				2017 August Appeal Email Test			
Annual Appeals Product Offer Group		\$100,000.00 Product CPM		Annual Appeals Product Offer Group		\$100,000.00 Product CPM	
Spring Email Treatment		\$50.00 Treatment CPM		Spring Email Treatment		\$50.00 Treatment CPM	
	Target	Projected	Previous		Target	Projected	Previous
Volume	200,000	106,875		Volume	100,000	98,786	
Cost	\$10,000.00	\$431,843.75		Cost	\$5,000.00	\$234,439.30	
Revenue	\$500,000.00	\$33,591.44		Revenue	\$250,000.00	\$18,216.45	
Responses	50,000	1,188		Responses	25,000	741	
Response Rate	25.00%	1.11%	0.00%	Response Rate	25.00%	0.75%	0.00%
Avg Gift	\$10.00	\$28.28	\$0.00	Avg Gift	\$10.00	\$24.58	\$0.00
Net Revenue	\$490,000.00	-\$398,252.31		Net Revenue	\$245,000.00	-\$216,222.85	
NIPN	\$2.45	-\$3.73	\$0.00	NIPN	\$2.45	-\$2.19	\$0.00
ROI	4,900.00%	-92.22%	%	ROI	4,900.00%	-92.23%	%
CTA	\$0.20	\$363.50		CTA	\$0.20	\$316.38	

Predictive Analytics for each package

Multi-channel audience selection

StratusLIVE

Home > Universes > 2017 August Appeal Campaign > Audience

Audience +

Best of the Best with e-mail	90,910	42,935		
Habitually Generous with e-mail	250,684	116,156		
Best of the Best - No Email	1,331,916	46,147		
Habitually Generous - No Email		137,972		



“StratusLIVE has empowered the NWF team to deepen our constituent-centric focus across the entire organization. Now with tools like Analytical Marketing, we have been able to successfully model our specific marketing strategies and optimize our efforts to speed up each appeal process and deepen our donor relationships.”

Caroline Itoh, Associate Vice President of Strategic Business Operations