

Agenda



- **Introductions**
- **Challenge:** How to Make Informed, Data-Driven Decisions
- **How StratusLIVE Approaches This Challenge**
- **StratusLIVE Demo**
- **Q&A**

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Speakers



Debbie Snyder

Group VP, Sales & Marketing



Brett Meyer

*Director of Product
Management & Services*



Lori Babyak

Digital Marketing Manager

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How to Make Informed, Data- Driven Decisions

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Common Question



How can I focus my fundraising efforts with Campaign ROI Dashboards?

- Easily see all donors pledged or planned giving for forecasting data
- Evaluate the success of your marketing campaigns
- Use contextual information & analysis in every conversation to enable a personalized donor interaction

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Common Question



How do I easily get actionable data to drive strategic decisions? How can I pinpoint what activities are driving revenue?

- Connect real-time data & constituent interactions
- Refine financial forecasts
- Use Campaign Analytics to manage churn analysis from year to year

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How StratusLIVE
approaches this
challenge

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THANK YOU!

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