

WEBINAR SERIES

TAKE 5 WITH StratusLIVE



ANALYTICS: TRUST YOUR DATA

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Agenda



- **Introductions**
- **Challenge:** How Can I Best Use Data Analytics
- **How StratusLIVE Approaches This Challenge**
- **StratusLIVE 365 Analytics Demo**
- **Q&A**

StratusLIVE

Speakers



Debbie Snyder

Group VP, Sales & Marketing



Brett Meyer

*Director of Product
Management & Services*



Lori Babyak

Digital Marketing Manager

StratusLIVE



How Can I Best Use Data Analytics

StratusLIVE

Common Question



How can I use analytics to help me understand my donor relationships and prospect?

- Donor analytics help you make more informed decisions when pursuing constituent relationships
- Allow you to interpret donor data to help you understand trends in your donor base and provide actionable insights

Common Question



As a nonprofit that offers workplace giving, how can I understand the companies we work with and their employee giving?

- Compare year over year analytics
- Easily break down which programs are generating the most revenue



How StratusLIVE
approaches this
challenge

StratusLIVE



THANK YOU!

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StratusLIVE