

Insight Data Co-operative – Grow your business through co-operative data

Harnessing the Power of Co-operation

It is widely recognised and proven that transactional information is the most effective predictor of future donor or purchasing behaviour. It is also realised that, in spite of the many targeting options available, the essential criteria for direct response advertisers seeking to recruit new donors or customers is that they are active transactors. These fundamentals lie at the heart of the Insight Data Co-operative and make being part of Insight so important.

The Insight Data Co-operative is a unique, yet proven concept for the not-for-profits, publishing and multi-channel retailing sectors. It is based on the premise that by combining transactional information from a wide range of organisations into a single co-operative database, participants can achieve much more effective marketing than is possible on their own. This approach allows consumers to be viewed not from a narrow perspective of donations or purchases made with one organisation, but with an unprecedented insight into their giving or purchasing behaviour across multiple sectors.

Such giving or purchasing information, from actual individual donors or customers, suddenly allows organisations to view their prospects and existing donors or customers across a range of critical areas including:

- What types of charity causes they support
- What types of products they purchase
- When they make their donations or purchases
- How much they give or spend
- How many times they give or purchase via direct mail
- How many charities or organisations they support or purchase from

The result is a powerful database that allows fundraisers, publishers and multi-channel retailers to make a real difference in how they grow the value and profitability of their businesses.

Benefits of the Insight Data Co-operative

Whether you're looking to improve your approach to generating new business or seeking to maximise the value of your existing donor or customer housefile, the Insight Data Co-operative can provide you with the data-driven solutions to achieve your specific objectives.

Free to join, participation offers a wide range of benefits including:

Access to a Unique Data Solution

The Insight Data Co-operative offers a powerful data source previously unavailable to fundraisers, publishers and multi-channel retailers, allowing you to take your business to the next level.

Gaining A New Perspective on your Existing Donors or Customers

The starting point for any effective marketing is to have a real insight into your existing donors or customers. The Insight Data Co-operative provides you with a detailed report on the overall giving or purchasing behaviour of your donors or customers, covering recency, frequency and monetary spend (RFM) to help you drive more successful marketing.

Helping You Acquire New Donors or Customers

Prospecting is central to the success and future profitability of every business: without it, business stagnates and dies. However, attracting new prospects can be very expensive.

The Insight Data Co-operative is fundamental to fundraisers, publishers and multi-channel retailers, as it provides high quality, relevant names that reflect the profile of your current donors or customers in the volume you need to maximise the success of your new donor or customer acquisition strategies.

Maximising the Value of Your Housefile

The most valuable asset of any organisation is their housefile. As the majority of donors or customers are often recruited at an initial loss, it is vital that they are encouraged to give or purchase from you again. Coupled with this is the fact the cost of selling to an existing customer is significantly lower than the cost of recruiting a new one.

To maximise the value of your housefile investment, the Insight Data Co-operative can help you:

- **Reactivate lapsed donors or customers:** The Insight Data Co-operative can help you identify those donors or customers on your housefile who are no longer giving or purchasing from you, but are still actively transacting with other Insight members. This allows you to develop suitable reactivation strategies only targeted at those that offer the most potential.
- **Transform enquirers into donors or customers:** The Insight Data Co-operative can help you determine which of your enquirers are real donors or buyers. This allows you to mail more profitably to those segments that offer the best opportunity to convert into active donors or customers.
- **Retain existing donors or customers:** The Insight Data Co-operative can identify which of your existing donors or customers have a high propensity to respond to specific appeals or offers at certain times of the year, to help you ensure your direct marketing communication is relevant to your current donors or customers.

Improve the Value of Third-Party Lists

The Insight Data Co-operative can improve the responsiveness and effectiveness of rented lists or list swaps by helping to identify only the most responsive names to mail.

Expert Advice

Benefit from one-on-one consultation with your Conexum representative, a proven direct marketing expert with the knowledge to help you manage your circulation plans and achieve your business objectives.

New, Yet Proven

Conexum has a decade of experience in developing its pioneering co-operative database concept and is the market leader in Australia and New Zealand.

Working with over 140+ members across the not-for-profit, publishing and multi-channel retailing sectors, Conexum is responsible for more than \$1.8 Billion in transactional value from over 7+ Million households, helping to make a real difference to the way our members develop and grow their business.

For more information about the Insight Data Co-operative, please call the Business Development Team on +61 2 9340 7019 or email: info@conexum.com.au