

## Insight Data Co-operative – Discover a better way to donor acquisition and retention

### You need to target profitable donors –

committed, regular givers who offer you higher lifetime values. Membership of the Insight data co-operative can drive your direct marketing based on actual individual giving and purchasing behaviour.

The Insight data co-op accurately identifies actively giving and spending individuals with disposable income. The Insight data co-op can also help you identify 'promiscuous donors' – those donors who give not to one but to multiple charities and represent a critical target audience for any not-for-profit organisation. Importantly, all the individuals on Insight are proven transactors via direct mail.

This combinations of factors means the Insight data co-op is a much more powerful solution for driving your campaigns, it helps you grow donations more rapidly while improving the return on investment and cost effectiveness of your recruitment campaigns.

### 'Look to past donors for future donations!'

After donor recruitment, the constant issue for all charities is trying to identify what to do with dormant donors who have not given for some time. Membership of Insight not only can drive more successful recruitment but can help you identify those lapsed donors who offer the greatest potential to start giving again.

### Upgrading your current donors to a higher level.

Insight can also aid you in identifying which of your current donors are the best targets for being upgraded to a higher level of giving to help you improve the effectiveness of your ongoing donor development programme.

### 'Give a little to receive a lot'

Members of Insight 'pool' their donor databases, but what you get back is worth so much more – access to a new pool of prospect donors, free analysis and reporting, help with identifying reactivation opportunities from lapsed donors as well as help in driving additional value from existing donors. Insight offers much more than simple donor recruitment.

### Actions speak louder than words.

Insight data is built on actual individuals' giving and purchasing behaviour across multiple organisations: not on assumed information or compiled data. And it's already working.

**"Conexum are a key partner in our donor recruitment program. Their data has delivered response rates as high as 8% and made recruiting new supporters profitable."**

**Alex Green**  
Fundraising Manager  
Guide Dogs NSW, ACT



It's free to join, free to leave and modelling is free of charge. Marketing budgets for charities are under even greater scrutiny than those associated with other sectors. However, you have nothing to lose by becoming a member, as there are no costs involved.

### New but proven.

The co-operative concept is still relatively new in Australia and New Zealand, but has been used by organisations promoting direct to consumers across the world for over 20 years.

Your donor marketing spend should bring about the greatest return, both in terms of initial donations and then subsequent giving. With Insight there is no risk – you can test it alongside current marketing activity without being tied into Insight so why not give it a go.

**Find out how, call the Business Development Team today on +61 2 9340 7019 or email: [info@conexum.com.au](mailto:info@conexum.com.au)**

**[successful donor acquisition – simplified]**

Conexum Pty Ltd | ABN: 90 334 495 647



PO Box 402,  
Potts Point, NSW 1335, Australia

P: +61 2 9340 7019  
F: +61 2 8580 5307

[info@conexum.com.au](mailto:info@conexum.com.au)  
[www.conexum.com.au](http://www.conexum.com.au)

**ADMA**  
Association for data-driven marketing & advertising

## What our Members are saying...



"Having previously used other data co-ops SEDA were keen to test Conexum's Insight data co-op, and were glad we did. Their prospect models now provide us with some of our strongest performing donor acquisition data, with consistent results and good volumes. What's more is that their data doesn't seem to de-dupe that highly against other co-op sources, meaning that we have greater rollout potential than first thought. We look forward to working more closely with Conexum."

**Martyn Hartley, Direct Marketing Manager, SEDA**



"Lort Smith Animal Hospital have been using data co-operatives for the past couple of years and introduced Conexum's Insight data co-op to our mix in a recent acquisition campaign. The direct mail pack was designed to recruit monthly givers and one-off donors. The prospect names selected from the Insight data co-op performed extremely well; cash response reached 3% and regular giving response rate reached 0.68%. These results were very encouraging and Lort Smith are now rolling out with Conexum in its upcoming campaigns."

**Amel Bendeddouche, Direct Marketing Consultant to Lort Smith Animal Hospital**



"Despite the economic down in 2009, not only were Vision Australia able to ride out the storm, with the help of Conexum, we were able to record our best DM Acquisition campaign results ever. I look forward to continuing to grow the volume of work we do with Conexum, and of course continue to push for even better response rates!"

**Sally Shepherd, Direct Marketing Manager, Vision Australia**



"When launching into Australia we at PETA were interested in accessing known charity donor data to be used as part of our donor acquisition campaigns. In order to access this data PETA joined Conexum's Insight data co-operative database in 2009 and have since experienced some extremely encouraging results. Response rates in excess of 7% have been observed from the Insight charity models whilst rates of almost 2% from their mail order models are also very encouraging. The best performing Insight model has more than doubled the response rates we have seen from the next best performing bought-in list. Unsurprisingly we will be rolling out to these models during 2010."

**Jukka Myllyniemi, Donor Development Manager, PETA**



"I'm pleased to say that our first appeal using the Insight data co-op list has gone really well achieving a response rate as high as 6.35% and an ROI of \$1.85."

**Julia Berry, Development Officer, Marketing,  
Hunter Medical Research Institute**



"For the first time in almost three years, CCIA added a cold mail acquisition campaign to our tax appeal in 2011. We decided to test data co-operatives, which were not widely available back in 2008. We tested 30,000 data co-operative names, across a variety of selections, which pulled a response rate of between 4 - 7%, making them cash positive. "

**Karen Foard, Direct Marketing Manager, Children's Cancer Institute Australia**