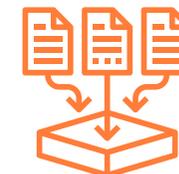


InsightHub Predict

Predictive analytics for not-for-profit fundraisers





Identify the strongest revenue opportunities in your supporter base by using InsightHub Predict.

Selecting the most appropriate supporters for each of your campaigns can be time-consuming and often a bit 'hit or miss'.

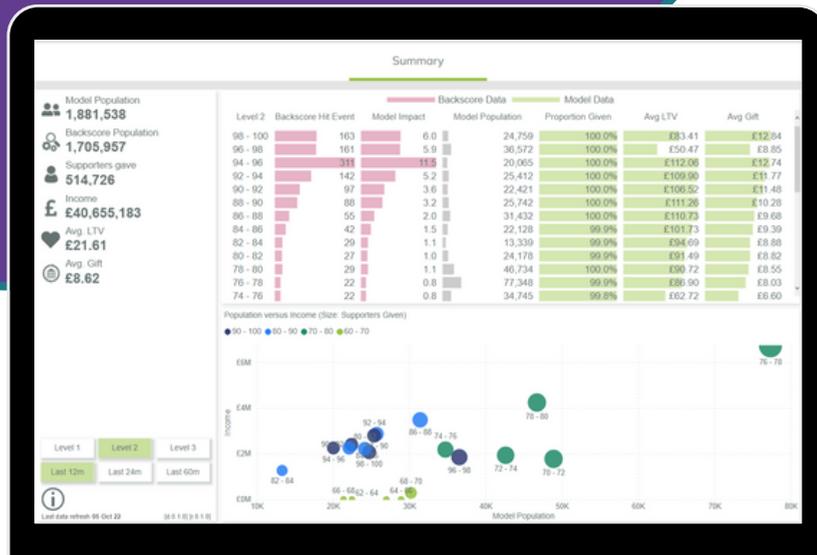
While most charities have some form of selection or segmentation structure, using multi-variate machine learning techniques we can take some of the guesswork out of campaign planning and speed up the process.

Wood for Trees has 15+ years' experience building targeted propensity models and helping charities improve the effectiveness and efficiency of their campaigns.

We've built on this extensive knowledge and experience to develop a suite of machine learning models to take this even further... Introducing InsightHub Predict.

InsightHub Predict enables you to:

- Scan your entire supporter base
- Identify individuals most likely to give
- Feed this information back to your fundraising team instantly



InsightHub Predict delivers advanced predictive analytics to help your team implement smarter, faster and more accurate data-driven decisions.

It uses pioneering data science techniques to help answer important questions about your supporters:

- Who's most likely to give and how?
- How do they want to be contacted?
- How much are they likely to give?

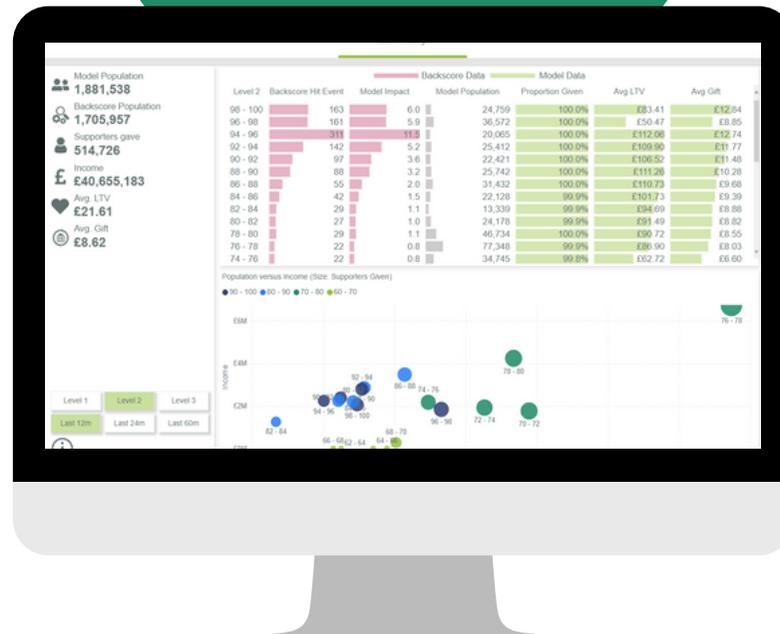
These questions are answered based on millions of interactions carried out by real donors across a wide range of charitable and not-for-profit organisations, modelled against your specific supporter base.

High value identification with InsightHub Predict

Identify which of your current supporters are most likely to become high value donors

Understand the behaviours and profiles which drive this high value giving

Nurture your best high value prospects with targeted and appropriate communications to engage them further



Get in touch to find out more

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wood
for trees