Alumni**Base**

Get a 360⁰ view of your alumni or donors with a custom marketing database designed to manage multichannel campaigns on demand

Pulling together multiple sources of data across various platforms gives you a richer view of audience behavior. That's all part of the power of AlumniBase — a hosted database marketing solution for higher education institutions and non-profit organizations. With AlumniBase, you'll:

- Quickly access and leverage alumni or donor data across multiple channels on demand, without relying on your IT department
- See a complete view of your supporters and their transactional data through intuitive database access and analytics tools

Plan, Execute, Analyze, and Enhance Your Campaigns

AlumniBase enables campaign management functionality at your fingertips.

- Run queries, segment lists, and deploy campaigns across multiple channels
- Include direct mail, email, telemarketing, point of sale, and online activity
- Feed results back into your database, and repeat your refreshed campaigns to help improve them over time
- Use the feature rich, customizable reporting system for a variety of analytical reports

Alumni**Finder**

BY ACCUDATA

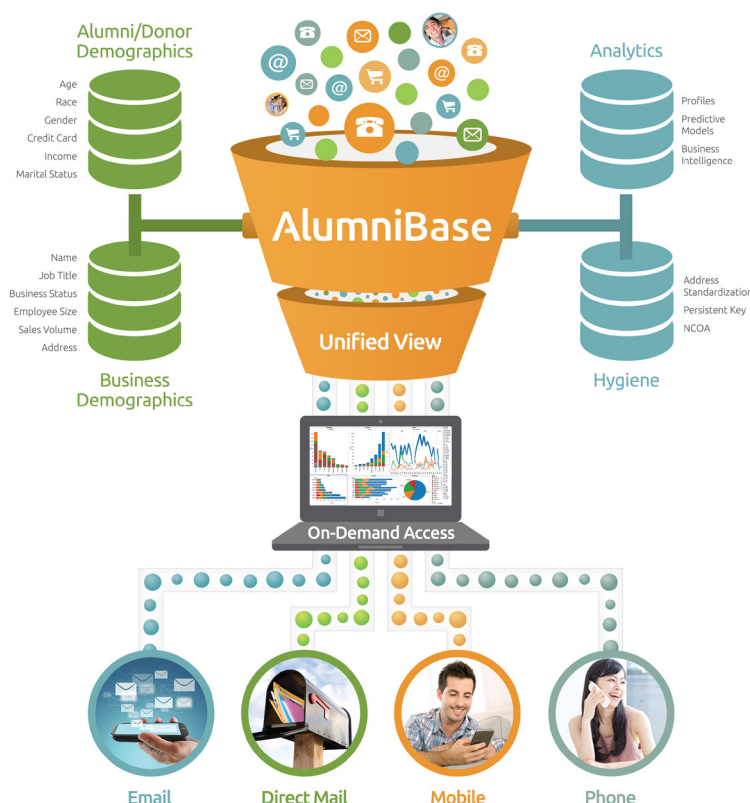## Create a Unified View with Our Scalable Database Solution

- Funnel your marketing efforts into one database that captures your alumni or donor data
- Compile contact information and donation history, while cleansing and enhancing data
- Create donor behavioral profiles to better segment your advertising message
- Access reports on the fly for quick (and more powerful) campaign insights

AlumniBase offers a scalable solution with various levels of service customized to the type and volume of information you need. Whether you seek to streamline campaign plans, extend you marketing budget, or gain access to valuable alumni and donor information, you can rely on AlumniBase.

Experience a more complete view of your alumni and donors

Fully customizable to match the growth and complexity of your marketing campaigns

Desktop access to campaign analysis and management tools

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