

# TARGETED, DATA-DRIVEN EMAIL MARKETING

Our data expertise and high-end creative team produce high-performing, high-converting email marketing campaigns.



Build loyalty among your existing supporters



Promote fundraising or enrollment initiatives



Leverage our data expertise and top-notch creative team



Follow email marketing best practices, industry guidelines, and regulations

Leverage our email marketing expertise to connect with current donors or alumni and engage prospective supporters.

## EMAIL MARKETING DESIGNED FOR OPTIMUM PERFORMANCE

Achieve stellar ROI for your next appeal with email marketing. AlumniFinder offers a full suite of email marketing services, including copywriting, design, audience creation, deployment, optimization, and reporting.

## CAMPAIGN ENHANCEMENTS

A variety of additional services are available to enhance the appearance and/or performance of your next email campaign.

- Image Hosting
- HTML Conversion
- Personalization
- Opt-out Suppression
- Compliance Check
- Mobile-responsive HTML Coding
- Rendering of Reports
- Real-time Tracking
- SPAM Check
- File Suppression
- A/B Splits and Testing

**Schedule a free consultation with an email marketing expert to get started.**

## ALUMNIFINDER OFFERS FULL-SERVICE EMAIL PROGRAM MANAGEMENT, AS WELL AS THE FOLLOWING EMAIL MARKETING SOLUTIONS:

- **Email Deployment** - Optimize the deliverability of your next email campaign to current supporters. AlumniFinder provides complete reporting throughout the campaign lifecycle and we maintain strong relationships with key vendors to ensure your email program runs smoothly.
- **Email Prospecting** - Use detailed demographic, firmographic, and lifestyle attributes as an effective means to reach a prospective audience that has been exclusively targeted for your message. Detailed tracking reports measure essential performance metrics such as deliverability rates, opens, and clicks.
- **Email Append with Welcome Message Deployment** - Add email addresses to your contact records. A matching process identifies a contact email address and then sends them a welcome message with an opt-out opportunity included.
- **Reverse Email Append** - Add contact names and postal addresses to records that contain only email addresses. Demographic attributes and lifestyle data can be added for an additional fee.
- **Email Verification** - Improve open rates and overall deliverability with an email verification solution from AlumniFinder. Identify invalid, deactivated, blacklisted, improperly formatted, and role-based email addresses — with real-time or batch validation options.
- **Email Match and Deploy** - A useful tool for prospect files or when the relationship with a contact cannot be clearly established.

## ALUMNIFINDER POWERS FUNDRAISING SUCCESS



### Full Suite of Targeted Data Solutions

AlumniFinder enables intelligent fundraising with a full suite of data hygiene, enhancement, and batch update solutions to ensure you reach the right supporters with your appeals.



### Wealth Screening & Fundraising Analytics

Target your fundraising efforts on those with the greatest capacity to give and the highest likelihood to support your mission.



### End-To-End Campaign Management

From concept to reporting, our team manages email campaigns, digital advertising campaigns, and comprehensive multichannel programs for high-performing online development efforts.



### A Data-Savvy Extension of Your Team

Our team of experts will guide you through the data-driven fundraising process, from managing data hygiene and enhancement to identifying giving potential.