



Predictive Marketing Results. Now.

Bizfusion™ Prospector success story

Big Business In People Helping People

\$30 million operation gets donation boost with CopperKey's BizFusion™ Prospector

"Good, better, best" is the mantra of every organization that seeks to attract clients who will have the highest likelihood of responding to a direct mail campaign. With 39% of its \$30,000,000 annual revenues received through indirect channels and another 25% in monetary donations, the Phoenix Council of The Society of St. Vincent de Paul (SVdP) is in the business of helping people in need. Susan de Queljoe, Director of Community Relations, found a new key to success in BizFusion Prospector – a predictive marketing software service that increased direct mail campaign results by 272%.

Founded by Frédéric Ozanam in France, in 1833, The Society of St. Vincent de Paul is a non-profit, international Catholic lay organization that was established in the United States in 1845. A handful of concerned citizens organized a St. Vincent de Paul Council in Phoenix in 1946 to serve the poor. Today the organization has a staff of 200, 2,500 members, and more than 6,000 volunteers who serve the homeless and economically disadvantaged populations in central and northern Arizona. Through home visits, shelter and

food assistance, medical and dental care, thrift stores and outreach programs, SVdP provides compassion and support to individuals in need, regardless of race, origin, religion or gender.

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The ultimate challenge

Until 2005, Ms. de Queljoe had only a small budget for marketing and advertising. SVdP Phoenix typically relied on their quarterly publication, success stories in local newspapers and food and item drives done in partnership with local businesses and schools, to solicit in-kind and monetary donations.

With a desire to increase SVdP's revenues, Ms. de Queljoe decided to try a direct mail campaign and set out to learn more about its current donors in order to better identify and target new prospects. She asked a volunteer, who had some experience as a data analyst, to analyze the database of previous donors. Given a set of more clearly defined parameters, such as "Catholics who lived in Phoenix, within a certain income bracket, who were house owners", Ms. de Queljoe contacted a full service direct marketing list brokerage and services

company that provided her with a list of new prospects.

In November 2005, SVdP Phoenix sent out 39,000 letters to new prospects and 1,350 to current donors. This resulted in donations of \$82,000 in the first four months, with 282 of the new prospects donating \$19,304 – 23% of the total.

Pleased with the results, SVdP Phoenix gave Ms. de Queljoe the financial go ahead to find a service that could bring even better results. Susan de Queljoe says, "I had a limited budget and was trying to maximize the impact of the work we do." Acting on a board member's recommendation, Ms. de Queljoe looked to CopperKey, Inc. and its Web-based BizFusion Prospector predictive marketing software.

BizFusion Prospector analyzed 6,000 of SVdP Phoenix's most current donors, identified the key attributes and presented them as a "customer profile" in easy-to-interpret graphs and charts. BizFusion Prospector then used this profile to create a model that was applied to third-party national business and consumer databases provided by Experian, a global leader in the information industry. In three days, SVdP Phoenix received a list of 43,000-modeled prospects that had the highest likelihood of responding to the marketing campaign, mapping these prospects by region.

Targeted prospects bring incredible results

In November 2006, SVdP Phoenix sent out 43,000 letters to prospects and another 7,000 to current donors and volunteers. This time, the direct mail campaign increased revenues from \$82,000 to \$223,000 in the first four months, representing a 272% increase.

SVdP Phoenix was so delighted with the ROI, they are examining ways to use BizFusion for other campaigns. Susan de Queljoe's enthusiasm is evident, "Marketing is all about finding the right prospects, and that's what CopperKey has been able to do for us.

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Bizfusion Prospector is a simple point-and-click Web-based portal/service that automatically analyzes customer lists, performs sophisticated market analysis and identifies high quality prospects for predictive marketing results in minutes.

Bizfusion Prospector "profiles" existing clients and segments them according to demographics, lifestyle and firmographics. These facts are used to automatically create a set of predictive models to determine a "best fit" for a given market opportunity. Results are presented in easy-to-interpret graphs and charts. With this data, a company is able to increase marketing campaign results and generate more sales. It can, for example, predict and rank customers most likely to repurchase within the next three months and map these customers by region.

Maximized return for minimal cost

"CopperKey is great to work with," says Susan de Queljoe. "They've been able to provide us with high-quality prospects while working within our limited budget. With a 272% increase in results, we're looking forward to working with CopperKey on an ongoing basis."

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Contact CopperKey

To start using BizFusion™ Prospector today please call 480-633-1966 or email info@copperkey.com. You can also visit our Web site at www.copperkey.com.