

# WE Analytics & Predictive Modeling



WE Analytics & Predictive Modeling applies advanced data science to solve your business, fundraising and marketing challenges

## Insights You Can Depend On

WE Analytics & Predictive Modeling joins hundreds of data points from our own wealth intelligence platform with client specific data to create the most robust, statistically rigorous and impactful models available in the market.

## It Starts with Data

WE knows wealth. Not just financial wealth, but the predictors of wealth. The lifestyle of wealth. The truth behind the glitter.

## Then the Magic Happens

We collect, parse, normalize, clean and match data on a daily basis. And then the magic happens. Data combines with data, and begets new data. And data understood begets knowledge, and knowledge applied begets insight. It's not just that we have more data, though we do. It's that we've made new connections and interconnections – data that simply didn't exist before we worked our data magic. That's the real power of Big Data.

## Enrich Your Understanding

WE screen first and model second. It just makes sense. By screening and appending all available data to your records, we have more data. WE finds wealth, demographics, lifestyle, behavioral and business information. You have history, relationship, transactions and more. By combining our data and your data, you get a rich profile and deep understanding of your current donors, customers and prospects.

## Predict and Prospect

Based on a true understanding of your best customers or donors, our modeling process is able to answer important questions:

- » Who are my best prospects?
- » How much are they likely to give or spend?

In essence, WE models predict the behaviors of your current and future donors and customers.

And if you are looking for new prospects, we can match profiles to those of your current donors or customers.

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WE harnesses the power of big Data

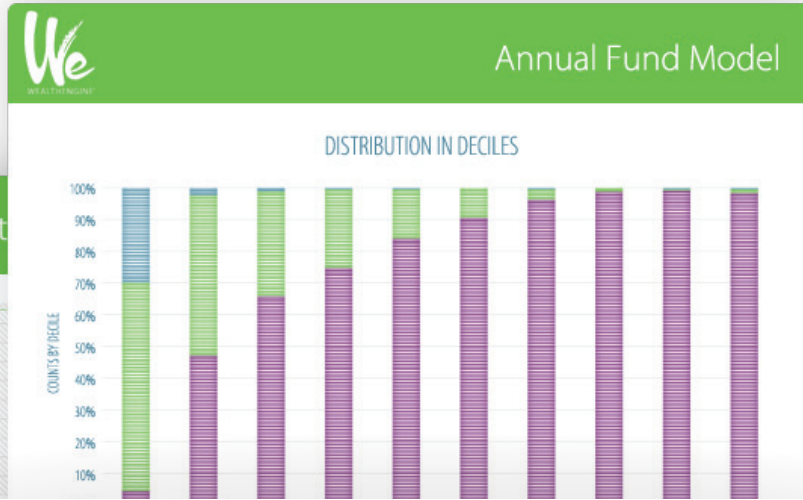
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WE adds data to your data to create rich profiles

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You find the prospects you need; You get the answers you need

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*WE stands by our work,  
and will partner with YOU,  
as part of a professional  
services engagement, to  
help you implement action-  
able strategies dictated by  
the models we create.*

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## Expertise That Spans Industries

### Fundraisers

WE helps fundraisers identify and predict who will give, when they will give, and how much they will give so you can:

- » Find more donors
- » Predict giving levels
- » Retain your donor base
- » Grow donor commitment
- » Convert members to donors

### Marketers

WE identifies signals of intent, willingness, and ability to buy and applies these to the market to find prospects that look, think and act like your best customers so you can:

- » Identify new markets
- » Acquire new customers
- » Increase ROI
- » Grow wallet share from current customers
- » Predict the impact of price changes

## Powerful Partner

When you combine 20+ years of wealth knowledge, the best data science in the world and a very large amount of data, you get insights and opportunities that no one else finds. WE stands by our work, and will partner with YOU, as part of a professional services engagement, to help you implement actionable strategies dictated by the models we create.

## Powerful. Actionable. Affordable.

WE are data scientists so that you don't have to be. We provide actionable insights and easy-to-use solutions that are integrated into the way you work.

## Get Started Today

Contact us at 800.933.4446 or visit at [wealthengine.com](http://wealthengine.com).



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