

Predictive Lead Scoring & Analytics for Consumer Marketing and Fundraising

What Is It?

WE Analyze is a web-based product that lets you harness the power of WE's data and predictive modeling capabilities to:

- » Gain unrivaled insight into your audiences
- » Find new prospects that are just like your best customers and donors
- » Score & rank your lists to enable smarter targeting and more effective campaigns.

API Access

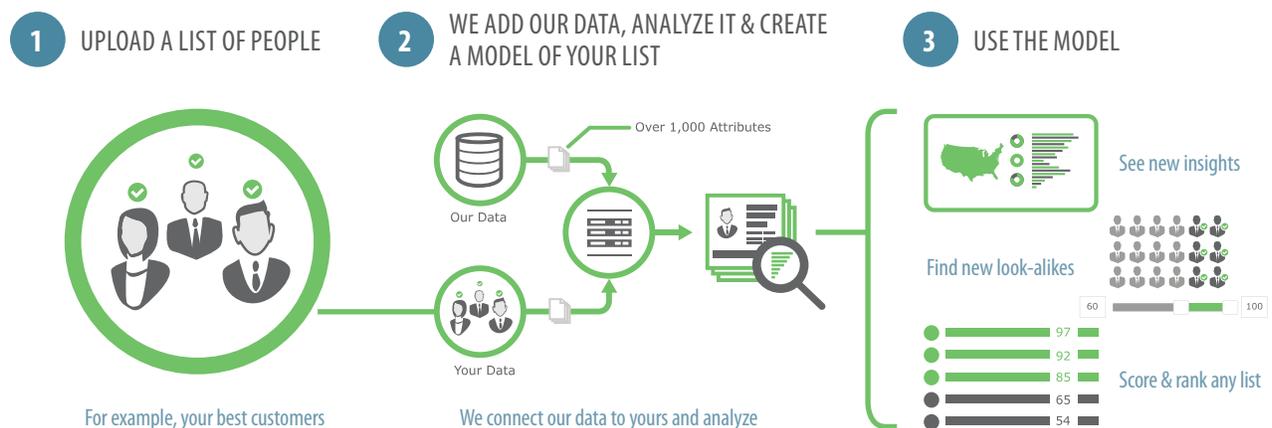
WE Analyze, combined with our API, provides personalization and decisioning in real-time.

Benefits	Traditional Predictive Modeling	WE Analyze
Budget	Larger budgets	Affordable on any budget
Time	Weeks or months	Seconds
Process	Cumbersome	Point-and-click
Required Skills	Few know how	Easy for anyone, Visual

Better Results

The speed and ease of WE Analyze allows you to continuously conduct more frequent, deeper analysis. This results in a better understanding of your audiences and lets you engage with prospects more efficiently -- delivering better results.

How It Works



Gain Deep Insight

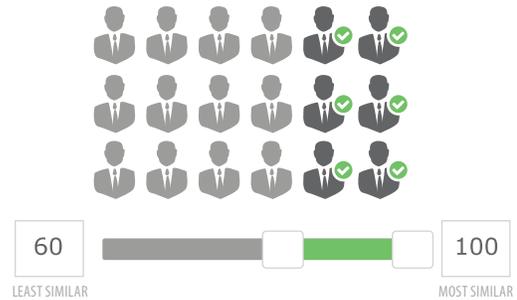
See the composition of your audiences in unprecedented detail.



- » See the attributes that make your customers and donors unique
- » Use the insights to determine messaging and keywords for your next direct mail, email, phone, content, or ad campaign

Target

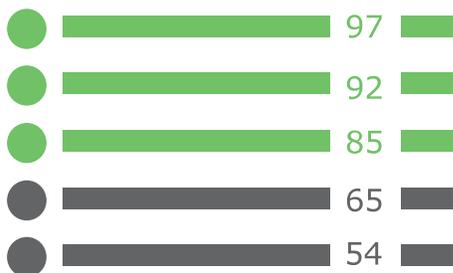
Score how similar leads are to your best customers.



- » Rank any of your prospect or customer lists by similarity to your best customers
- » Compare segments such as current members of your database to newly acquired lists
- » Always know which prospects to engage first

Find New Leads Like Your Best

Find new leads from our 240+ M profile database that look like your best customers.



- » Whether running a broad reach email campaign or looking to supplement an invite list for a regional event, you can pull lists that are a best fit to your model

Personalize in Real-time

Score leads against our API in real-time as they interact across your marketing channels.



- » Personalize your customer experience in real-time as leads enter your website, mobile app, call center, store, or event.