

## Predictive Lead Scoring & Analytics: Discover What Makes Your Audience Tick

### What Is It?

WE Analyze is a predictive lead scoring and analysis platform that harnesses the power of one of the largest consumer data sets ever created, so you can gain deep, actionable intelligence and quickly identify your best prospects.

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

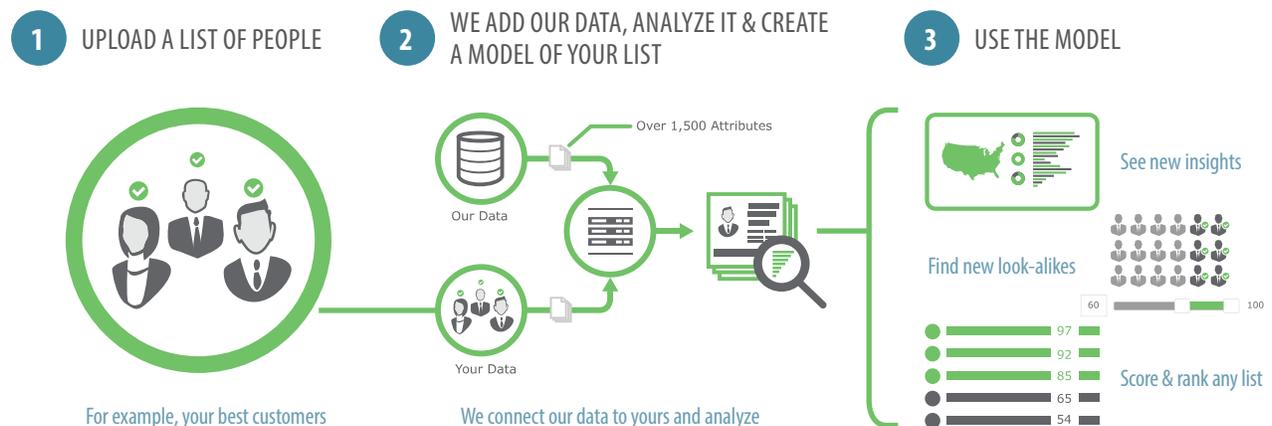
### Better Results

Our point-and-click web-based solution arms you with newly discovered insights to score leads and prioritize your actions.

### Harness the Power

- » 300+ million consumer profiles
- » 1,500 wealth attributes
- » 1 platform for actionable insights

### How It Works



## Gain Deep Insight

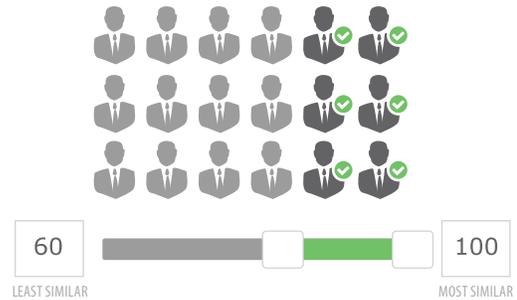
See the composition of your audiences in unprecedented detail.



- » 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

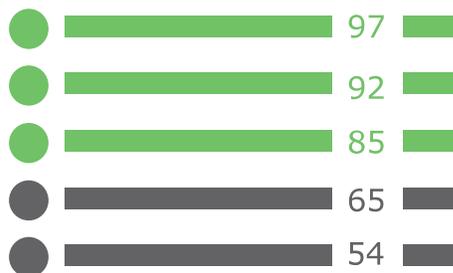
Score how similar leads are to your best customers.



- » 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 300+ 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.



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