

IQ MARKETING SEGMENTATION

StratusLIVE IQ Marketing Segmentation is an advanced product designed to plan, model, execute, and analyze highly segmented, high-volume marketing activities. StratusLIVE IQ Marketing Segmentation supports advanced omni-channel marketing automation processes by providing real-time data insights and predictive modeling and push-button, vendor-ready output files for multi-channel marketing execution.

IQ Marketing Segmentation Features:

- Fully integrated to StratusLIVE 365 profiles
- Interactions, transactions & meta data
- Inventory awareness for premium, subscription & membership processing
- Real-time constituent life-cycle management
- Commercial Microsoft Dynamics CRM platform
- A/B & extensive multivariate testing
- Eliminates third-party data management delays & costs
- Virtually limitless personalization of ask, text & treatments
- Campaign, group, or individual constituent budgeting
- Highly granular segmentation down to an individual record level

Campaign Activity Groups

August Appeal Email Control				August Appeal Email Test			
Annual Appeals Product Offer Group	\$100,000.00 Product CPM	Spring Email Treatment	\$50.00 Treatment CPM	Annual Appeals Product Offer Group	\$100,000.00 Product CPM	Spring Email Treatment	\$50.00 Treatment CPM
	Target	Projected	Previous		Target	Projected	Previous
Volume	200,000	196,316		Volume	100,000	98,790	
Cost	\$10,000.00	\$491,843.75		Cost	\$5,000.00	\$234,439.30	
Revenue	\$500,000.00	\$35,971.44		Revenue	\$250,000.00	\$18,216.45	
Responses	50,000	1,188		Responses	25,000	741	
Response Rate	25.00%	1.51%	0.00%	Response Rate	25.00%	0.75%	0.00%
Arg Gift	\$10.00	\$28.38	\$0.00	Arg Gift	\$10.00	\$24.58	\$0.00
Net Revenue	\$490,000.00	-\$398,352.31		Net Revenue	\$245,000.00	-\$216,223.85	
NIPN	\$2.45	-\$3.73	\$0.00	NIPN	\$2.45	-\$2.19	\$0.00
ROI	-4,900.00%	-92.22%	%	ROI	-4,900.00%	-92.22%	%
CTA	\$0.20	\$343.50		CTA	\$0.20	\$316.38	

Predictive Analytics for Each Package

Multi-Channel Audience Selection

Audience Segment	Count	Best of the Best Score
Best of the Best with e-mail	90,910	42,935
Habitually Generous with e-mail	250,684	116,156
Best of the Best - No Email	1,331,916	46,147
Habitually Generous - No Email	137,972	



“StratusLIVE has empowered the NWF team to deepen our constituent-centric focus across the entire organization. Now with tools like Analytical Marketing, we have been able to successfully model our specific marketing strategies and optimize our efforts to speed up each appeal process and deepen our donor relationships.”

Caroline Itoh, Associate Vice President of Strategic Business Operations