



THE  
**DigitalCo-Op**

# **Lightning- fast growth.**

# **High returns.**



A first-of-its-kind digital data suite helps you choose the list growth that's right for you, break through the noise online, and raise revenue to power your mission.

At long last, an acquisition platform with the modeling power of Facebook and the budgeting reliability of fixed-cost sources - and over 85 million prospects you can email immediately. The Digital Co-Op data suite powers donor growth using cutting-edge predictive analytics, helping nonprofits realize program-changing revenue. Here's what The Digital Co-Op can deliver for you:

**+ Fast and dependable payback on your investment with no hassle:**

One nonprofit co-op member saw all their 2021 pre-Giving Tuesday list purchases pay back on average 116% by the end of the year. Plus, we handle all the setup and distribution, leaving you more time to engage your new audience around your world-changing mission.

**+ High-quality fixed-cost list growth through proven measures:**

Our innovative digital co-op contains more than 85 million unique email addresses and is constantly growing - providing plenty of high-quality inventory for even the largest programs, with the same efficiency as fixed-cost sources but with significantly higher return.

**+ Finding and reactivating supporters among your existing inactive file:**

Just like digging up your backyard for buried treasure, your existing audience represents a tremendous amount of new revenue just waiting to be tapped through the right tactics like our AI-powered reactivation model. One nonprofit saw their modeled group of inactive names break even within 14 days. For another, the return on their reactivation investment reached 1,200% after just 14 months.

Keep scrolling to read about our The Digital Co-Op offerings. Then reach out to [thedigitalcoop@missionwired.com](mailto:thedigitalcoop@missionwired.com) to learn more!



# Which service is right for you?

## Modeling

The Digital Co-Op's powerful **modeling infrastructure** extracts detailed behavioral data from your CRMs and ESPs with an unmatched level of precision. And at a cost lower than direct acquisition, our modeling tool analyzes your current list to determine which names have the highest potential. The Digital Co-Op's modeling provides a solution for every target audience: **reactivation, mid-level conversion, sustainer upgrades, major gifts, and even digital non-donors primed for activation.**

Here's our reactivation model in action:

### Nonprofit #1 Reactivation Model

- + 1,224% total return after 14 months
- + 20,000 reactivated names added back to the organization's core list

### Nonprofit #2 Reactivation Model

- + 609% return after one month
- + Over \$60,000 raised from reactivated names at EOY 2021
- + 28,000 names reactivated

## AdvantageAI Lead Generation

The Digital Co-Op's AdvantageAI lead generation uses cutting-edge predictive analytics to help identify new likely donors from a massive pool of shared data between co-op partners.

Our co-op delivers **high return, scale, and speed to scale** while preserving list health and mitigating risk and the usual required expertise. In fact, the digital co-op has already helped its partners raise **more than \$58 million since June 2020** - and we're always adding new partner inventory.

Here's what our co-op partners who have included AdvantageAI names in their fundraising email programs have seen:

### Nonprofit Co-op Acquisition Highlights

- + For one member, response rates for AdvantageAI names are 41% higher than response rates for Facebook names, and 66% higher than names from another fixed-cost source
- + Nonprofit return on investment as high as 388% in just 2 months
- + One member saw names acquired from AdvantageAI in Dec. 2021 return their investment 3x more efficiently than names acquired from another fixed-cost source in the same time period

