

# Data Solutions for Charities & Not-for-profits



## Data Insight for Donor Acquisition

The charity space is brimming with many fantastic causes. Usually containing information on 1.5 million households in Australia, direct response databases are fast approaching saturation. At Greater Data we have created a series of products specifically to broaden the variety of insight available for the charity and Not-for-profit sector, allowing you to tap into discerning information regarding the remaining 7 million households.

Our range of products will allow you to:

- Identify charity donors from a less saturated data pool.
- Minimise budget wastage by increasing existing donor data quality.
- Amplify your digital reach for existing and prospective donors.



### The Greater Data Universe™

The Greater Data Universe™ is a multiple sourced data set containing precise and up to date information on 16.4 million individuals, 7.5 million households and 500 thousand businesses across Australia.



### Charity Propensity Score

Developed using a wide range of accurate and relevant data points, we build a picture of how charitable Australian consumers are based on: how likely a consumer is to donate to charity, how often they will donate, and how much they will donate.



### Integrated, Multichannel Campaigns

The Greater Data Universe™ enables integrated communication across a multitude of channels including:

- Direct Mailing
- Email Marketing
- Telemarketing
- Social Media

### Providing Industry-Leading Data And Support

Our expert consultants will ensure you maximise the potential of the Greater Data Universe™. We'll treat your targets as if they're our own and help you achieve them. Contact us to improve your marketing ROI.

## Data-driven Marketing Specialists

Greater Data Pty Ltd | Level 21, 2 Market Street, Sydney NSW 2000  
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**GREATER**  
**DATA**

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## How to Maximise Your Digital Reach



**Insights Include:**  
Demographics  
Geo-Demographics  
Primary Financial Institute  
Life Stage Classifications  
Disposable Income  
Donation History



**Profiling and Data Visualisation**  
Unearth opportunities with your existing donors and profile desirable population segments with our online data visualisation tool.



**Support**  
In house data analytics and market leading data bureau services to support all of your data requirements.



**Free Consultation**  
[Contact us](#) to arrange a complimentary consultation from one of our data experts. We'd be happy to tailor a marketing solution to suit your needs.

**Step 1:** Match your existing donor data to our digital matching engine; a fully privacy compliant solution which is 100% hosted in Australia.

**Step 2:** Determine which subsets represent your existing customers, and which are your prospects.

**Step 3:** Apply our unique segmentation to both subsets based on your specific requirements.

**Step 4:** Utilise our custom social media audiences for you, or your digital agency, to execute targeted digital campaigns.

All charities and not-for-profits receive a 10% discount.

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