

# Know your customers (better than they know themselves).

Understand your customers like never before. Persanalytix, a groundbreaking data analytics system, pieces together individual personalities of your customers and predicts when and where they'll be most receptive to you.

Learn who your customers *really* are.

Find out when they *want* to hear from you.

Transform your marketing results.

**Nonprofits**

Take a closer look.

**Businesses**

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Learn who your customers *really* are.

Identify your customers' personality traits and untapped market potential, then discover how likely they are to take action.

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Transform your marketing results.

Uncover when and where prospects are primed to hear from you, and test which message will resonate most.

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Transform your marketing results.

Increase your return—  
decrease your costs. Hone  
your marketing efforts for  
maximum impact and gain.

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# Captivate your prospects.

Uncover powerful—profitable—insights hidden in your data. Using your favorite marketing tools and business systems, Persanalytix helps you reach out to prospects when they're ready to buy.

**Identify your MVPs—Most Valuable Prospects**

**Get the most bang for your marketing buck**

**Predict customer spending with 92.97% accuracy**

Learn more about

**How It Works**

Read about

**First Book's Success**

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## Identify your MVPs—Most Valuable Prospects

Discover your most potentially profitable prospects and find out—in real time—when they're primed to hear from you. Then test and refine your marketing message before you reach out to ensure your prospects take the action you want.

## Get the most bang for your marketing buck

Predict customer spending with **92.97%** accuracy

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## Identify your MVPs—Most Valuable Prospects

### Get the most bang for your marketing buck

Stretch your marketing budget *and* get results you've only dreamed about. Businesses using Persanalytix experienced a 40% increase in revenue per targeted customer.

## Predict customer spending with 92.97% accuracy

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**Predict customer spending with 92.97% accuracy**

Marketing ROI's never been so easy to measure. Predict customer spending with every campaign, message or touchpoint with over 92% accuracy.

Learn more about

**How It Works**

Read about

**\_\_\_\_\_ 's Success**



# Unlock donors' hearts.

Say goodbye to donor fatigue. Using your favorite marketing tools and systems, Persanalytix lets you know when to reach out to donors and which message will spur them to support your cause—today.

**Identify your most engaged donors...and discover new ones**

**Get the most bang for your marketing buck**

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## Identify your most engaged donors...and discover new ones

Find out—in real time—when small donors are likely to become large donors and when large donors are likely to give more. Also, discover when new, previously unknown individuals are likely to make a donation to your cause.

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Stretch your marketing budget *and* get results you've only dreamed about. Nonprofit organizations using Persanalytix experienced a 68% increase in fundraising ROI and a 7% increase in donation sizes—while decreasing their overall marketing spend.

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Skip the feast-or-famine funding cycle. Predict donor spending with every campaign, message or touchpoint with over 92% accuracy.

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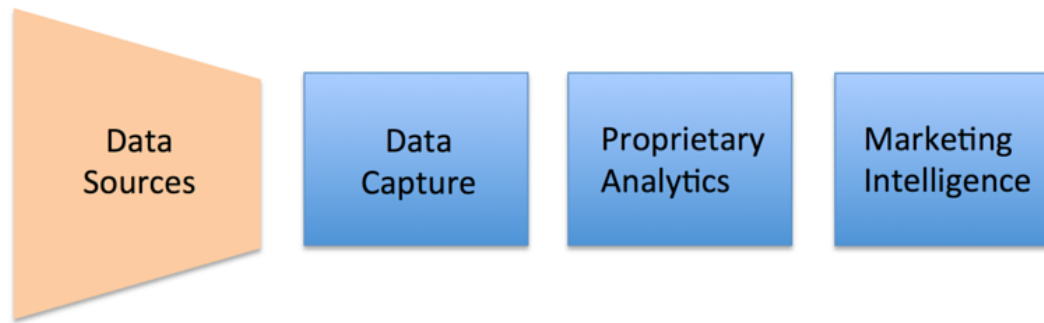
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# How It Works

Persanalytix takes data from your internal business systems and external sources and applies proprietary data algorithms, providing you with targeted, on-demand mobile marketing intelligence.



Schedule a

**Free Demo**

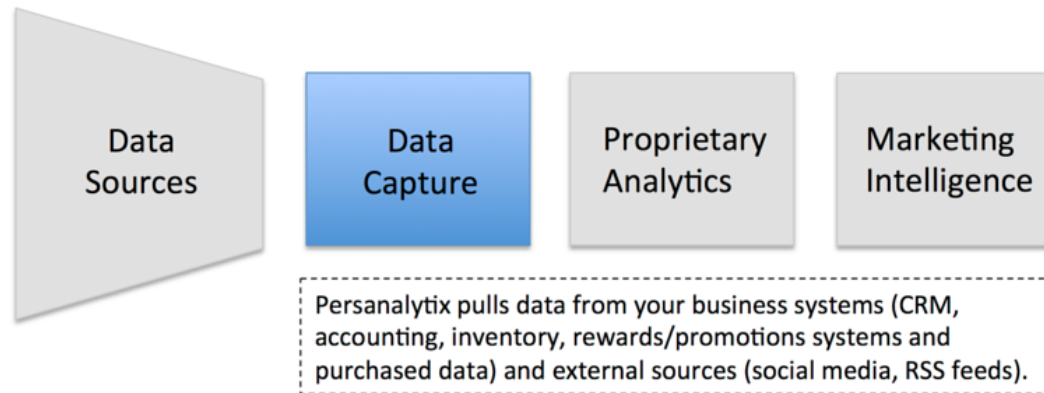
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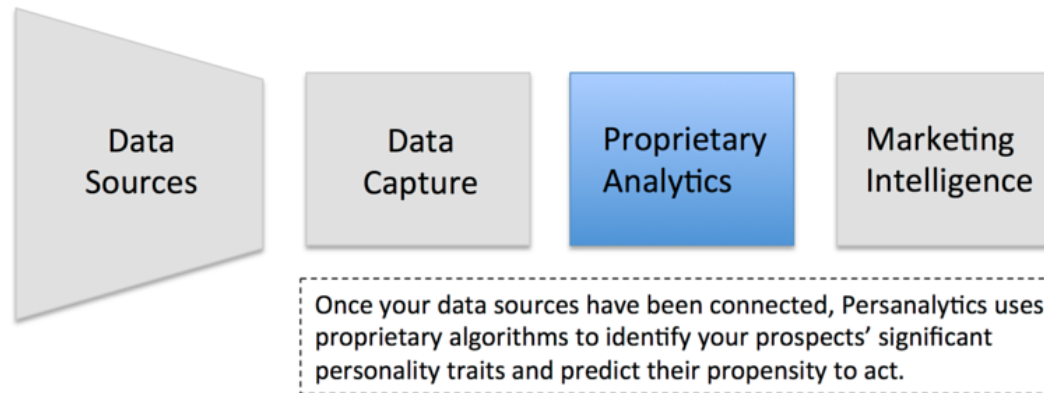
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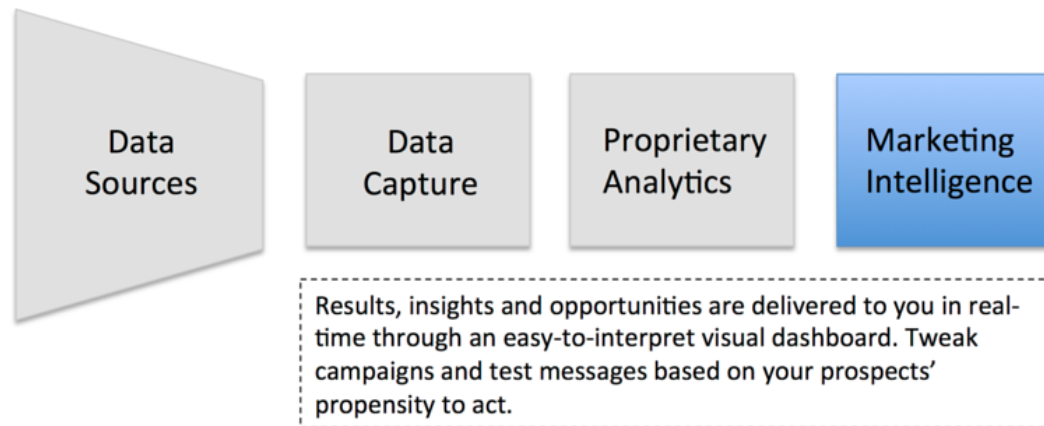
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