



Don't Call It Called It Compiled II

**DMAW 2023
List Bazaar**



The data behind OnPoint+

20+ Years of Direct
Response
Marketing Data

30+ Million
Donations
Updated Weekly

3.25+ Million
Donors



1,250+
Datapoints

1 Billion+ Letters
Mailed to 30+
Million People

\$1 Billion+
Dollars Raised

OnPoint+ - Curated, Not Compiled



Driven by direct mail transaction

Flexibility and adaptability

Strategic volumes



Know your Audience....

Traditional Donation Data

Donation Amount

Direct Mail Donor

Donation Recency

Donations

Pro-Life

Border Security

Veteran Candidate

Out of State Candidate

Demographic

Age

Gender

Marital Status

Premium Credit Card Holders

Voting History

Household Voter Count

Voted in Specific Election

Voting Frequency

Direct Mail Engagement

Membership/Subscriber

DVD

BRE Reply Device

Financial

Estimated Income

Estimated Home Value

Investors



OnPoint+ UserBuilt Audiences

Identify and reach new donors using **OnPoint+ UserBuilt**.

OnPoint+ UserBuilt is an audience development tool which gives the marketer full control to build a unique audience for a specific fundraising campaign, client, or marketing channel.

It allows the user to select from over 250+ **Premium & Standard** OnPoint+ Datapoints to build an audience.

Premium Data Points are 1st Party Datapoints, known information collected by and stored in OnPoint+, categories include;

- Traditional Donation Data
- Enhanced Donation Data
- Donation by Issue - Political
- Donations by Issue - Non-Profits
- Donations by Issue - Candidate
- Direct Mail Engagement Type

Audience Contains ONE ore MORE Premium Data Points

Standard Data Points are 3rd Party Datapoints, compiled by our best-in-class 3rd party data providers, categories include;

- Issue (Oppose or Support)
- Political & Charitable
- Voter History
- Demographic & Lifestyle
- Financial
- Consumer Transactional

Audience Contains Standard Data Points ONLY

Please inquire with your **OnPoint+ Rep** for all available Premium & Standard datapoints



OnPoint+ Instant Audiences

Reach targeted and high performing audiences using **OnPoint+ Instant**.

OnPoint+ Instant Audiences are curated audiences that are designed on their likelihood to donate to a specific fundraising issue or complete the specific call to action goal of the model.

OnPoint+ Instant Audiences use over 20+ years of direct response fundraising to identify and leverage 300 Million individuals across the nation.

- ProLife Donors
- Catholic Causes
- Out-State-Candidate
- Troops & Veterans
- Legal Defense



- Female Candidate
- Conservative Causes
- Faith-Based
- Troops & Veterans
- Legal Defense

OnPoint+ Instant Audience

Please inquire for full list of available **OnPoint+ Instant Audiences**



OnPoint+ What to expect?

OnPoint
Custom

OnPoint
Refresh

OnPoint
Activate

OnPoint
Enhance