

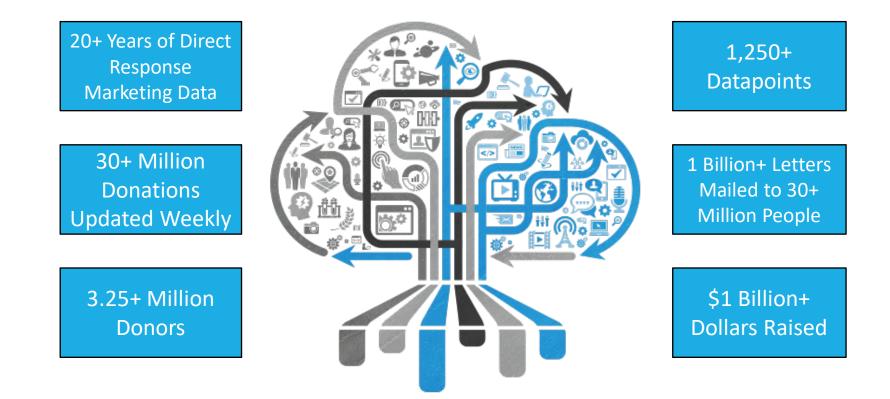
Don't Call It Called It Compiled II

DMAW 2023 List Bazaar

Presented by: Zack Carpenter 05/11/2023



The data behind OnPoint+



OnPoint+ - Curated, Not Compiled



Driven by direct mail transaction

Flexibility and adaptability

Strategic volumes



Know your Audience....

| Traditional Donation Data | Demographic |
|----------------------------------|-----------------------------|
| Donation Amount | Age |
| Direct Mail Donor | Gender |
| Donation Recency | Marital Status |
| Donations | Premium Credit Card Holders |
| Pro-Life | Voting History |
| Border Security | Household Voter Count |
| Veteran Candidate | Voted in Specific Election |
| Out of State Candidate | 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 | 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 ONE ore MORE Premium Data Points | 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



OnPoint+ Instant Audience

- Female Candidate
- Conservative Causes

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- Faith-Based
- Troops & Veterans
- Legal Defense

OnPoint+ What to expect?

2

