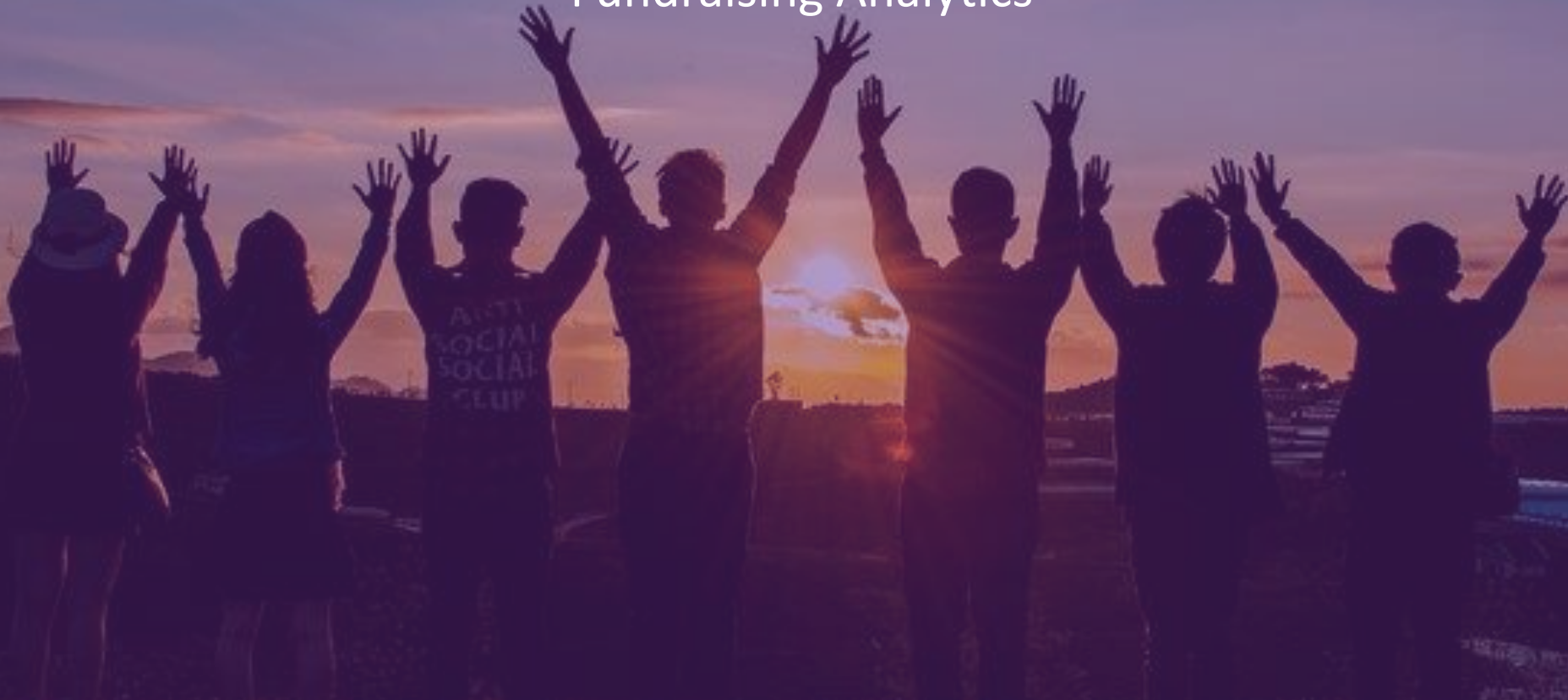


DIGITRAIL

Fundraising Analytics



Built on



Designed by

third(i)

www.the3i.com/digitrail

INTRO TO DIGITRAIL

FUNDRAISING ANALYTICS



1

A fundraising analytics application that gives a 360-degree view of donor interactions to boost fundraising.

2

Our cloud-based analytics application utilizes the latest Microsoft Azure technologies and delivers analytics with a modern interface, making it your 'go-to' platform for better fundraising.

3

With DIGITRAIL, track donor journeys, analyze profiles & performances, and automate campaigns using advanced analytics.

HOW CAN DIGITRAIL HELP?

Fundraising analytics made easy!

INTEGRATIONS

ANALYTICS

DONOR MANAGEMENT

FUNDRAISING.AI

DIGITRAIL.AI

REPORTS

INTEGRATIONS

Integrate with desired CRMs and Marketing apps to sync your data.

Our pre-built connector brings together your data and transforms it into valuable information and insights.

The screenshot displays the DIGITRAIL Connect interface. The top navigation bar includes the DIGITRAIL logo, a search icon, a notification bell, a help icon, and a user profile icon. The left sidebar lists navigation options: DASHBOARD, DONOR MANAGEMENT, FUND RAISING AI, REPORTS, and DIGITRAIL AI. The main content area features a network diagram background and the heading "Connect" with the tagline "Connectors work with the tools that you already use for your business." Below this, there are eight integration cards:

- Drupal**: Leading open-source CMS for your audience across multiple channels. Status: Connect (button with right arrow).
- Google Analytics**: Google Analytics lets you measure your advertising ROI. Status: Connected (green checkmark).
- MailChimp**: MailChimp is a marketing platform for small businesses.
- Salesforce**: We're the innovative company behind the world's #1 CRM platform.
- HubSpot**: HubSpot is an inbound marketing and sales platform.
- Microsoft Dynamics CRM**: Microsoft Dynamics CRM is a customer relationship management software package developed by Microsoft.
- ODBC**: Open Database Connectivity (ODBC) is a standard application programming interface (API).
- Marketo**: Helps marketers master the art & science of digital marketing to engage customers and prospects.

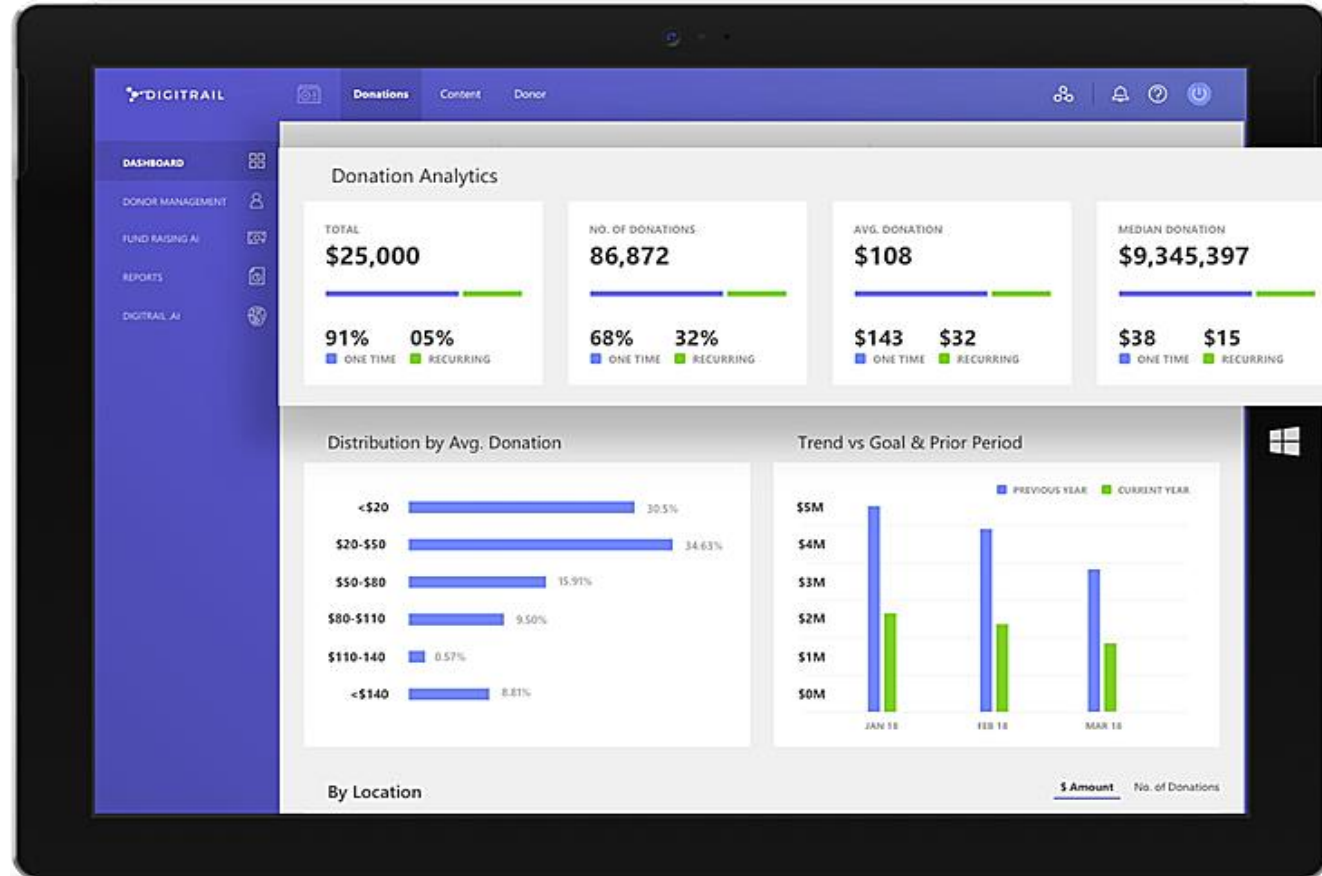
A small circular icon with a hand symbol is located in the bottom right corner of the interface.

ANALYTICS

Visualize fundraising campaign progress, year-to-date donations and more with real-time fundraising results by analyzing givings, identifying donor preferences, and monitoring donor contributions.

Questions that DIGITRAIL Analytics helps to answer:

- How can I track the end-to-end donor journey?
- Can I segregate content based on core issues?
- How can I optimize digital assets based on the type of content consumed by donors?



DONOR MANAGEMENT

Identify donor profiles using custom filters for segmentation and track giving patterns to build a 360-degree view of donors.

Questions that DIGITRAIL Donor Management helps to answer:

- Can I track activities of donors in real-time?
- How can I identify high value donors for better fundraising?

The screenshot displays the DIGITRAIL Donor Management interface. The left sidebar contains navigation options: DASHBOARD, DONOR MANAGEMENT (selected), FUNDRAISING.AI, and REPORTS. The main content area is titled 'Contacts' and features a grid of donor profiles. Each profile includes a photo, name, email, phone number, and location. Below each profile, there are two columns of giving information: 'CURRENT YEAR' and 'RECURRING'. The status of each donor is indicated by a colored tag (e.g., 'SUSTAINED', 'NON-DONOR', 'FIRST TIME').

Name	Email	Phone	Location	Current Year	Recurring	Status
ADAM MACLEOD	ada.macl@gmail.com	(285) 615 3682	ORLANDO	\$84	\$201	SUSTAINED
ADRIAN MACLEOD	adr.macl@gmail.com	(584) 989 3932	LOS ANGELES	\$150	\$340	SUSTAINED
ALEX POWELL	ale.powe@gmail.com	(244) 557 4919	SIDNEY	\$50	\$100	SUSTAINED
ALISON KELLY	ali.kell@gmail.com	(568) 659 8400	MONTPELIER	\$60	\$110	SUSTAINED
AMANDA GRANT	ama.gran@gmail.com	(318) 806 5568	LITTLE ROCK	\$100	\$100	SUSTAINED
AMANDA VANCE	ama.vanc@gmail.com	(475) 742 0361	CHICAGO	\$100	\$150	SUSTAINED
AMELIA HARRIS	ame.harr@gmail.com	(827) 913 2161	ANCHORAGE	\$25	\$100	NON-DONOR
AMELIA SANDERSON	ame.sand@gmail.com	(157) 356 5257	BEVERLY HILLS	\$110	\$110	FIRST TIME
AMY ELLISON	amy.elli@gmail.com	(889) 759 5035				SUSTAINED
AMY HUDSON	amy.huds@gmail.com	(885) 018 0243				SUSTAINED
ANDREA DAVIES	and.davi@gmail.com	(432) 497 9277				SUSTAINED
ANDREA MARSHALL	and.mars@gmail.com	(508) 756 7938				NON-DONOR

FUNDRAISING.AI

Save time and increase donations with:

- Personalized Event and Content Recommendation and Campaign Automation powered by ML and AI
- Donor Social Network Influencers

Questions AI could answer to feed into your fundraising strategy:

- Which content campaigns should I run for high value donors based on their interests?
- How can I predict the content campaigns that I can run for high value donors?

The screenshot displays the Fundraising.AI dashboard with three main sections: Events, Content, and Influencer. Each section has a header with a count and a list of items with category tags and descriptions.

Section	Count	Category	Title	Description
Events	03	PAINTING	Poverty in Africa	Painting exhibition in Seattle
		PHOTOGRAPHY	Life of children living in Africa	Photography event in New York
		SPORTS	Marathon to raise awareness	The sanitary needs of school girls in Africa
Content	03	EDUCATION	Build a School	Health is important.
		POVERTY	Pay attention to the poor instead of bills	Health is important.
		POVERTY	No prescription for ailing urban poor	Health is important.
Influencer	02	DONOR	Dave Nielsen	Facebook
		MEMBER	Adam John	LinkedIn

DIGITRAIL.AI

An NLP-powered chatbot for users to streamline donor interactions by

- Interacting and automating workflow on Donor Management & Fundraising.AI
- Providing instant answers to your donor profile, donations, and campaign performance-related queries

Question that DIGITRAIL.AI helps to answer:

- How can I spend less time on tracking outreach, touch points, and setting up schedules and more time on working with donors?

The screenshot displays the DIGITRAIL.AI dashboard. On the left is a navigation menu with options: DASHBOARD, DONOR MANAGEMENT, FUNDRAISING.AI, and REPORTS. The main content area is titled 'Donor Details' and features a profile for Sarah James, including her photo, name, email (sarahjames2787@gmail.com), address (Huntsville, Alabama, 35801), and phone number ((859) 594 1999). Below the profile, it shows donation totals: \$2,050 YEAR TO DATE and \$2,650 LIFETIME. To the right is a bar chart showing monthly donation amounts from August 2017 to June 2018. Below the chart is an 'Activity Timeline' section with a table of donations.

DATE	ISSUE	CONTENT	DONATED AMOUNT (\$)
06/28/18	Education	Build a School	300
02/02/18	Health	Health is Wealth	200
08/19/17	Poverty	Helping erase poverty from the world	900

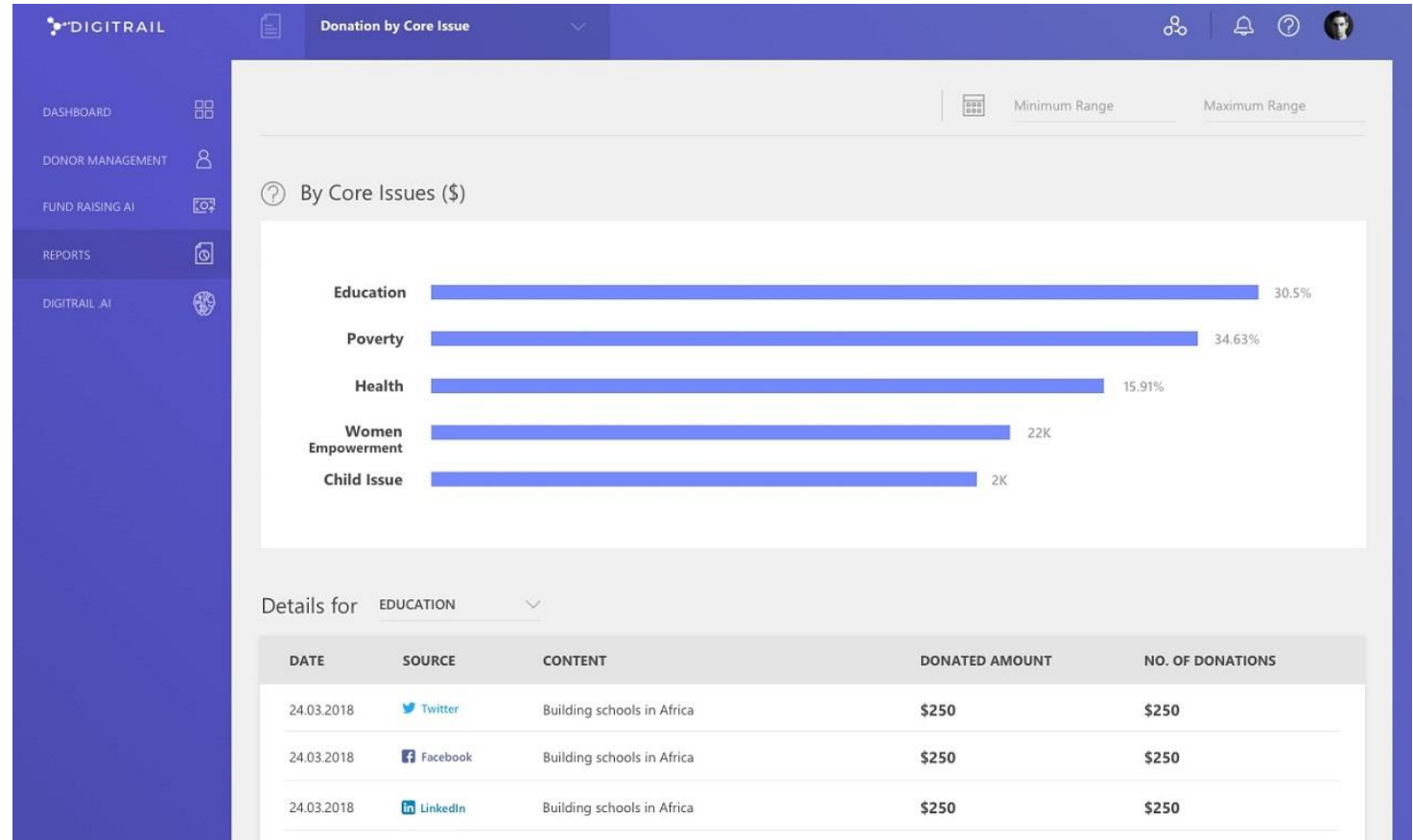
At the bottom of the dashboard is a 'Fundraising.AI' section. A chatbot interface is overlaid on the right side, featuring a 'Chat' window with a message from 'Jade' (the chatbot) and a list of activities it can perform: Search Contact by criteria, Run Personalized Campaign, and Donation, Content and Donor Analytics. The chatbot's name 'Jade' is visible in a blue bubble, and the user's name 'You' is in a white bubble.

REPORTS

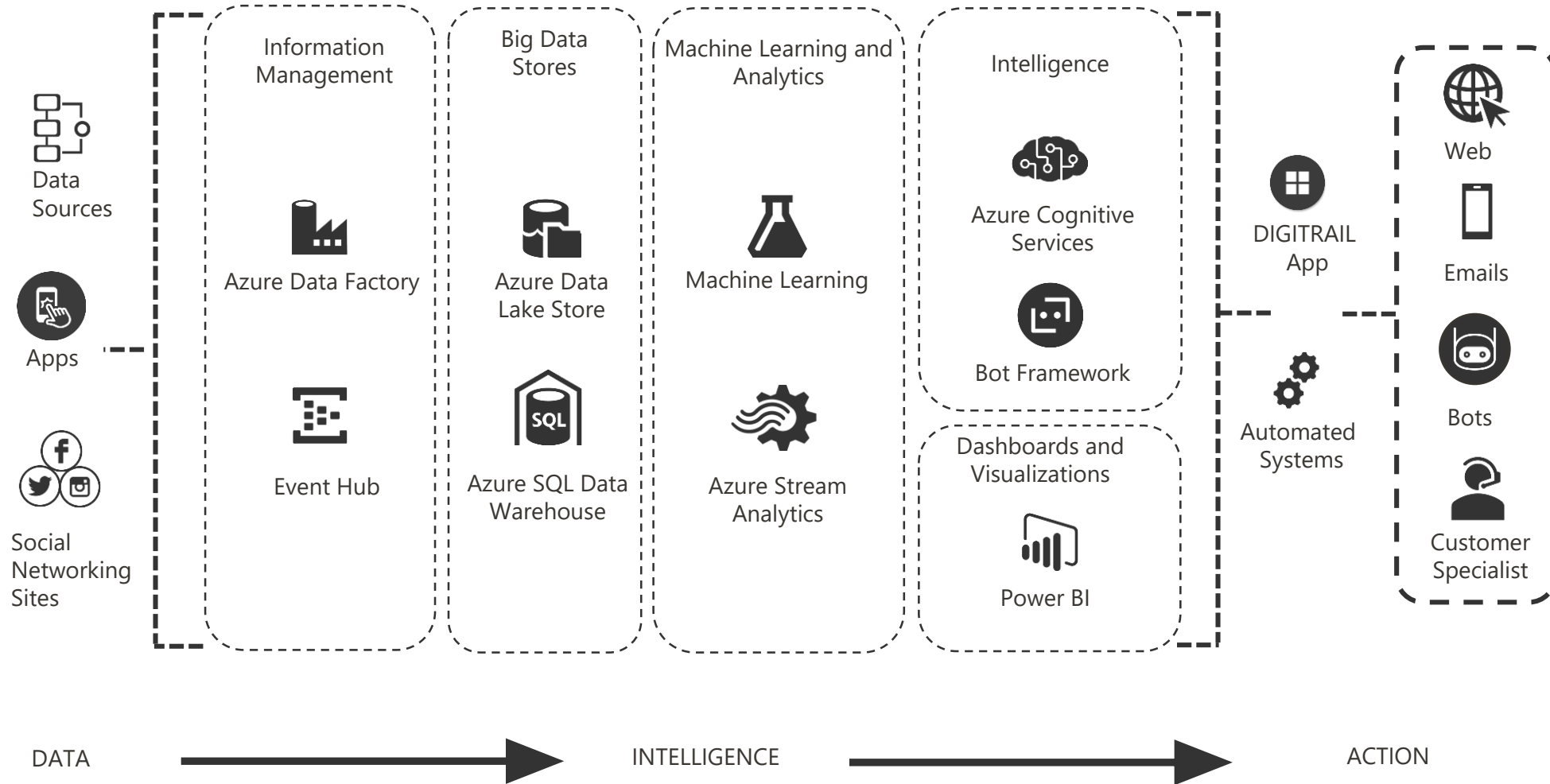
Get analytics and insights that reveal trends in donor behavior and monitor fundraising campaign performances with self-service reports like the Donations by Content Report, the Fundraising Campaign Report, the Fundraising Progress and Trend Report, and others.

Questions that DIGITRAIL Reports helps to answer:

- How are my campaigns performing?
- What is the total count of donors for this month and how many of them are new?



ARCHITECTURE



HOW IT WORKS?

CONNECTORS

Import data from API or DB into the Azure SQL Data Warehouse and transform it

ANALYTICS

Power BI custom visual SDK and embedded reporting for high quality user experience

ADVANCED ANALYTICS

ML and Algorithms for personalized communication in custom event recommendations

AI POWERED BOT

Azure for hosting server and bot application, and Microsoft Cognitive Services (LUIS)

GET IN TOUCH

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