

Look-Alike Model

DESCRIPTION

WealthEngine's Look-Alike Model allows users to identify persons who display similar characteristics to their best donors/customers based on factors like giving capacity and demographic and lifestyle data. This information can help you identify prospects, both within and outside your existing base, who resemble the donors from your chosen segment of ideal existing donors.

Additionally, this model is fully integrated into the WE9 platform. The accessibility and speed of this model means that it should be an integral part of any prospecting effort.

WHAT YOU WILL LEARN FROM USING THIS MODEL

Within minutes, you can find new, promising prospects based on key existing profiles in your database. This flexibility lets the customers build multiple models to look like any number of different segments of their donor or customer base.

While the model automatically selects the most powerful data points, you are able to customize the variables used in the model right from the platform.

WHEN YOU SHOULD USE IT

This model is useful in finding new prospects with characteristics and attributes similar to your existing donors. It allows you to create a new list of prospects who have a better probability of giving to your organization.

HOW LONG IT TAKES TO BUILD

Depending on the size of your base, generating a Look-Alike model can be made in mere minutes. The greater the number of individuals, the more time it will take to create and score the model.

DELIVERABLE

The model score (1 to 100) appended to any list (customer-uploaded or prospect-created) saved within the platform.



CUSTOMER INPUT

To generate a Look-Alike model, users must select their saved customer profiles within the WE platform they want modeled against – for example, a list of major gift donors.

WE ATTRIBUTE INPUTS

The Look-Alike model uses the top 30 of more than 300 WE data points across wealth, giving, demographics, real estate, affinity, location, profession, affinity, vehicles, other physical assets, etc.

MODEL OUTPUT

Once a model is created, you can score any other list in the platform with it. The model will return a value from 1 to 100, with 100 being the most like your target audience.

Top Look-Alike Attributes					More Different -100	Reference for Comparison National Average	More Different 100
Rank	In Model	Category	Attribute	Value	Under-Represented		Over-Represented
1	✓	Profession	Business Owner	Yes			
2	✓	Income	Propensity To Give Score	40 - Fair			
3	✓	Interests	Interests	Money Seeker			
4	✓	Profession	Executive	Yes			
5	✓	Wealth	Net Worth	<\$25K			
6	✓	Buying	Buying Transaction Likelihood	1- Most Likely			
7	✓	Wealth	Credit Card	Standard Visa Card Holder			
8	✓	Buying	Purchase Affinity	PC Software Buyer			
9	✓	Interests	Interests	Politics & Current Affairs			
10	✓	Wealth	Investor Type	Highly Likely Investor			
11	✓	Interests	Interests	Financial Newsletters			
12	✓	Interests	Interests	TV - Cable			
13	✓	Wealth	Is Accredited Investor	Yes			

SUCCESS STORY

The Multiple Myeloma Research Foundation leveraged WealthEngine's services to generate a Look-Alike model to find prospects that mirrored their best donors and highest gift-givers. Within two months, the foundation experienced a 3x ROI on their campaign efforts.