

wiland Insights™



Actionable Intelligence. Better Decisions.™



The Ultimate Business Intelligence Solution for Nonprofit Organizations

in·sight [in' - sīt] *noun*

1. The capacity to gain an accurate and deep understanding of a subject.

syn. perception, comprehension, awareness



Welcome to Wiland Insights™

Wiland Insights™ is a business intelligence solution that enables you to explore, visualize, and leverage your data in ways never before possible. It produces dozens of custom reports—many of which are further informed by the vast, comparative perspective of the Wiland Database. This powerful set of reports offers proprietary intelligence on your vital fundraising metrics including: revenue trends; donor giving and preferences; new-to-file performance; geographic and demographic factors; category and sector comparisons; and many other details.

Reports are grouped by user relevance in order to maximize their effectiveness for various stakeholders, from marketing, donor development, and creative teams to executive staff and board members, as well as agencies and other trusted partners.

The many benefits of a Wiland Insights™ Premium-level subscription include:

- The ability to confidently set long-term strategy and make highly informed tactical decisions
- Data-driven justification for planning and allocation of marketing budget
- Identification of trends, opportunities, and potential vulnerabilities
- The ability to measure performance versus category and sector, based on Wiland's proprietary benchmark data

Wiland Insights™ reports display data visually using charts and tables that make them easy to interpret and share in presentations. Wiland Insights™ is available as an annual subscription exclusively to Wiland clients. A free Basic subscription includes a limited subset of reports that cover fundamental donor file metrics. Premium-level subscriptions include more than 120 reports that provide extraordinary depth and breadth of intelligence, including benchmark reports that compare the performance of your organization to metrics observed across the entire Wiland Database.

Identify and Capitalize on Vital Trends



Wiland Insights™ Premium-level reports enable decision-makers to identify trends in their trajectory, capitalize on emerging opportunities, and focus on clear strengths and weaknesses. This intelligence quantifies the key metrics that reveal how an organization is performing.

Inform Marketing Strategy



With the right data, marketers can make informed strategic decisions that lead to better results. That's why Wiland Insights™ is designed to make business intelligence actionable, revealing the patterns and trends in the data that point the way for more effective marketing and fundraising.

Optimize Fundraising Programs



Wiland Insights™ Premium-level reports reveal how various donor segments are performing through the lens of demographic, seasonal, and behavioral factors. This intelligence enables organizations to make crucial adjustments in fundraising programs and appeals and identify new opportunities for revenue growth.



There are four categories...

...of Wiland Insights™ Premium-level reports: Core Health & Trends; Positioning & Strategy; Interests & Preferences; and Footprint & Geo. Each category examines your organization from a different perspective. Together, they provide in-depth situational awareness of the dynamics that have shaped the past and the trends most likely to shape the future.

Core Health & Trends



Provides Intelligence About:

- Revenue Patterns
- Donor File Size
- Transaction Channels
- Donation Frequency
- Donor Retention
- Average Gift

Positioning & Strategy

Provides Intelligence About:

- Long-Term Revenue
- Category and Sector Benchmarks
- Revenue by Timeframe
- New-to-File Performance





Interests & Preferences



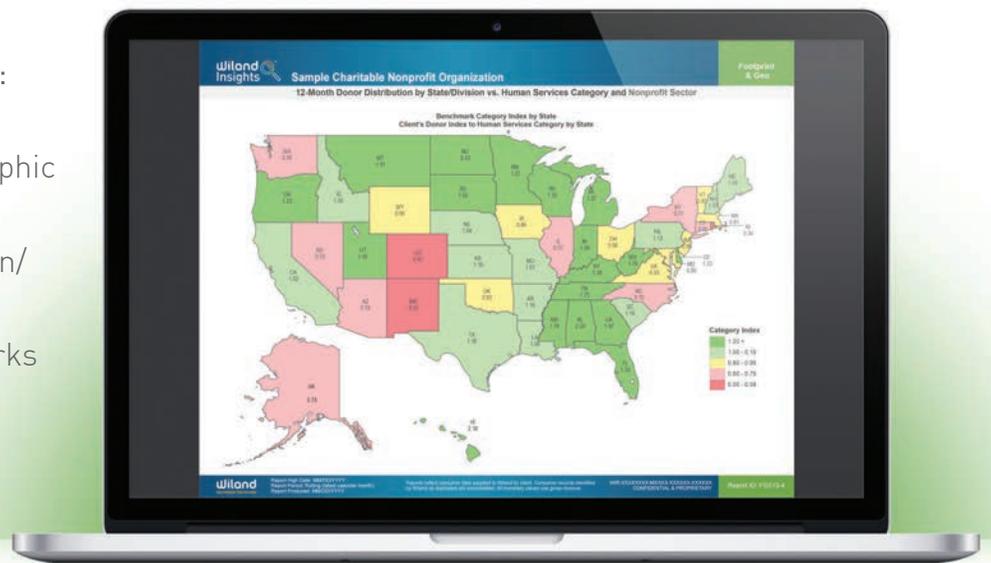
Provides Intelligence About:

- Market Penetration
- Product & Theme Affinities
- Demographics
- Lifestyle & Interests

Footprint & Geo

Provides Intelligence About:

- Donor and Revenue Distribution by Geographic Areas
- Geographic Penetration/Indexes
- Competitive Benchmarks



Reports are automatically updated...

...with every data contribution. So the more detailed the data that you provide and the more often you provide it, the better the perspective that will emerge from your reports. As part of your subscription, you have the ongoing support of your Wiland Client Services team and the Client Help Desk to assist you in achieving maximum benefit.



The Wiland Client Gateway

Wiland Insights™ reports are accessed in the Wiland Client Gateway—a secure, always-on resource for viewing, downloading, and organizing your reports. You can sort reports by category, time period, and other criteria; search reports by keyword; and identify favorite reports that you use most often. The Gateway is also where you manage access privileges for authorized users, giving you the ability to define permissions by role within and outside your organization according to individual users' needs. The Gateway also provides a robust suite of support resources.





Support Resources

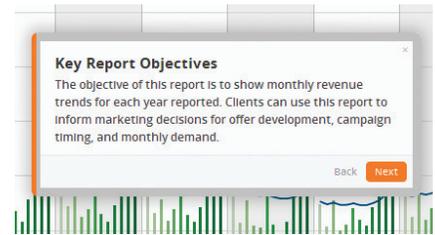
Insights™ 101, FAQs, Glossary



The Wiland Client Gateway offers informative resources to help you understand all the capabilities of Wiland Insights™. You will find information on important terminology, how reports are organized, how to manage access privileges, and many other aspects of your subscription.

Tutorials

Every report in your subscription comes with an online tutorial to help you navigate its charts, graphs, and other information. The tutorial is readily available every time you view a report. In the event that your current data contribution doesn't support the production of a given report, you can still find a sample report that demonstrates the kind of information that would be available if you were to provide additional data.



Help Desk



The Client Help Desk is staffed by friendly, knowledgeable experts who will help you get the most out of your subscription. Accessible online or over the phone, the Client Help Desk is your source of information and advice for making Wiland Insights™ easy and efficient to use.

An Investment in Your Organization's Future

To gain the business intelligence delivered through a Wiland Insights™ Premium subscription, you would need an entire in-house team of analysts, sophisticated software, or perhaps a costly, ongoing engagement with an outside consulting firm. Plus, you would need to assemble and maintain a vast database with comprehensive information concerning virtually every American consumer. But for a small fraction of the cost, you now have access to investment-grade analytics and reporting on your organization's performance and opportunities. The return on investment is remarkable.



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