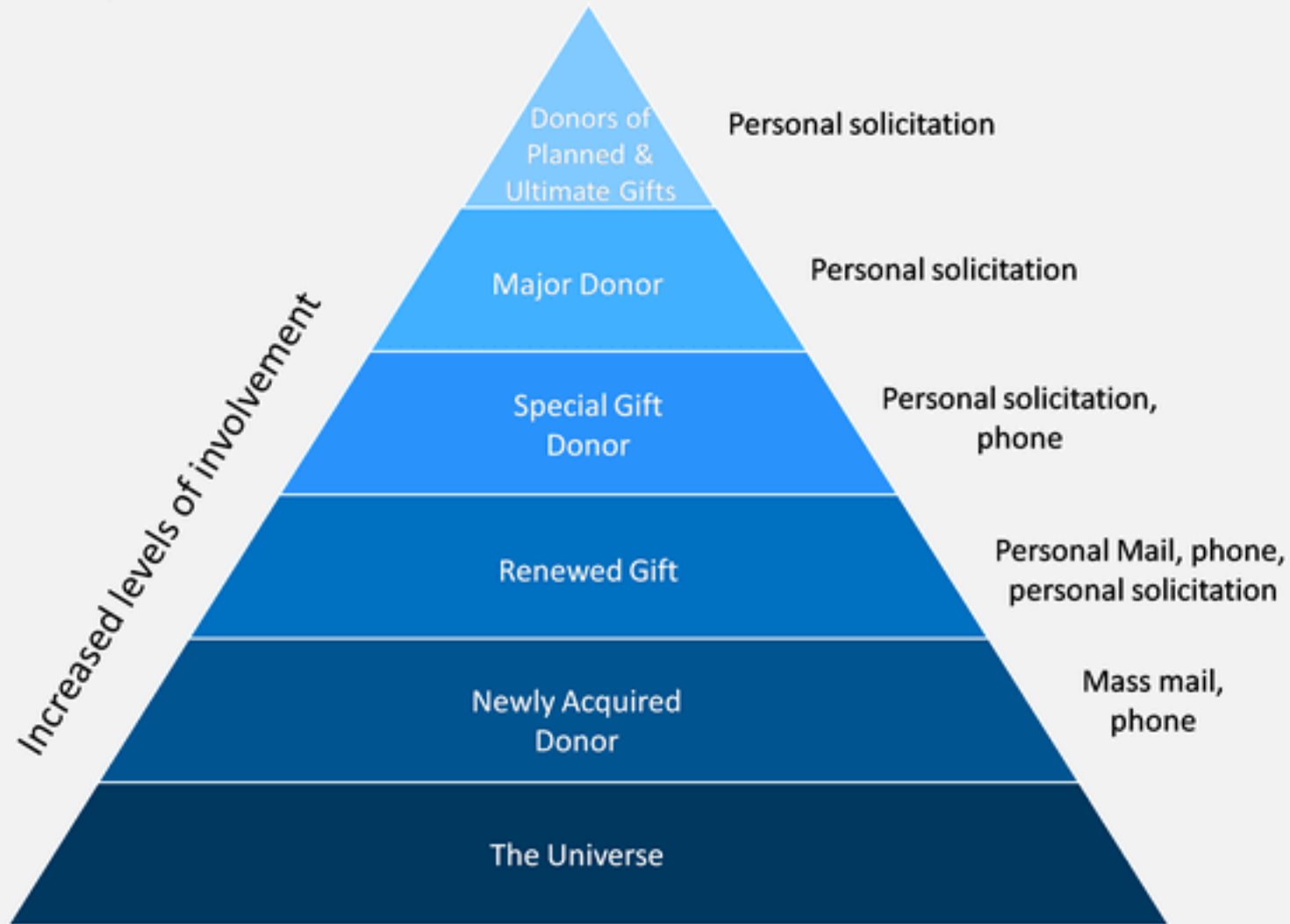


Data-Base: quello strano oggetto del mistero

Fabrizio Farinelli

DONOR CYCLE

The Donor Pyramid





RELAZIONE

Domanda: Usi un DB al momento?

Donor experience

Multichannel campaign management



Personalization



Big data



Mobile



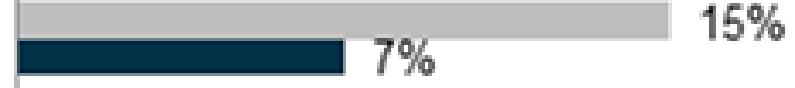
Marketing automation



Content marketing



Social



Video



0% 5% 10% 15% 20% 25%

■ Most exciting opportunity in 2014 ■ Most exciting opportunity in 5 years

Quarterly Digital Intelligence Briefing: 2014 Digital Trends in association with Adobe

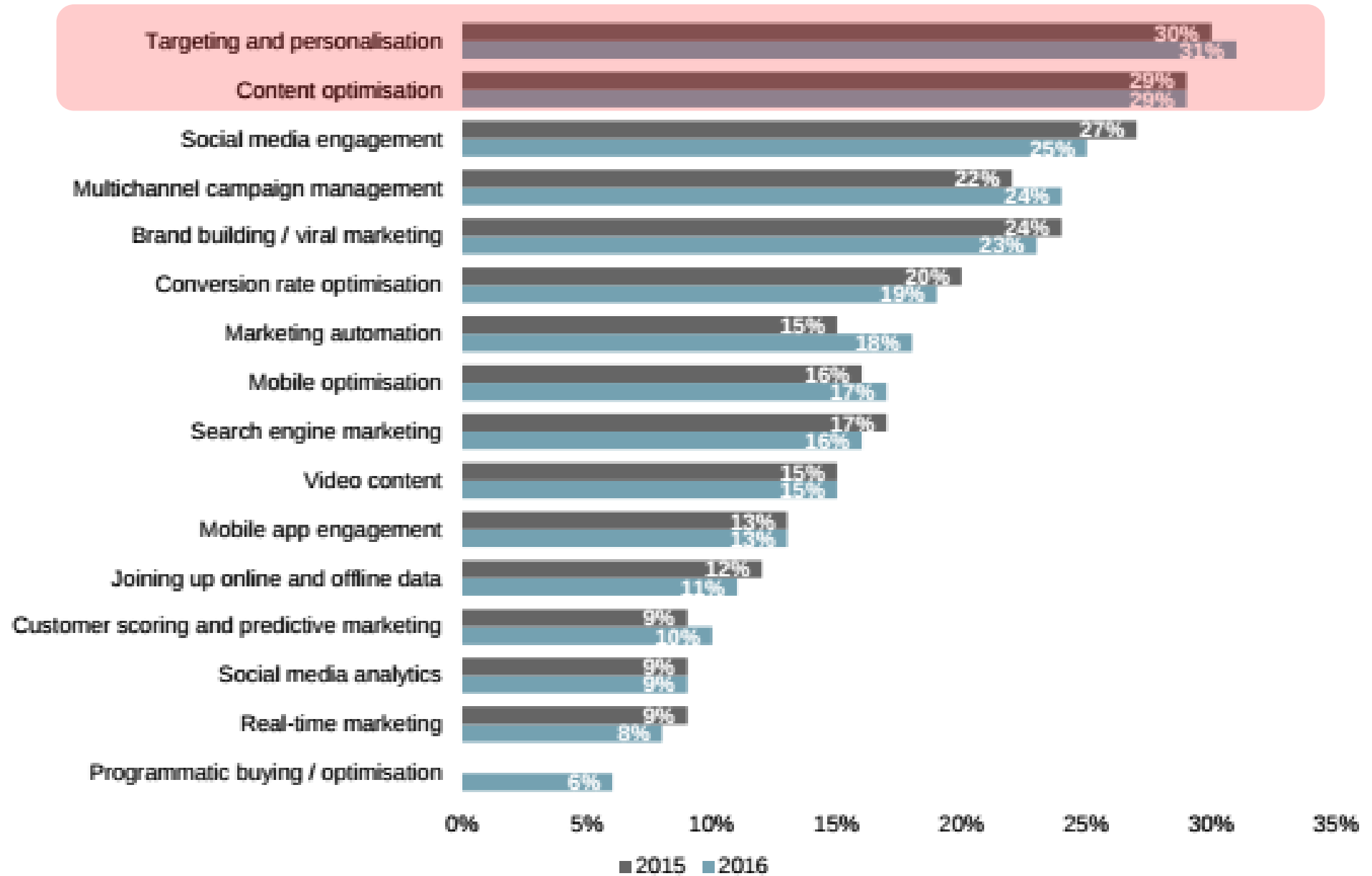
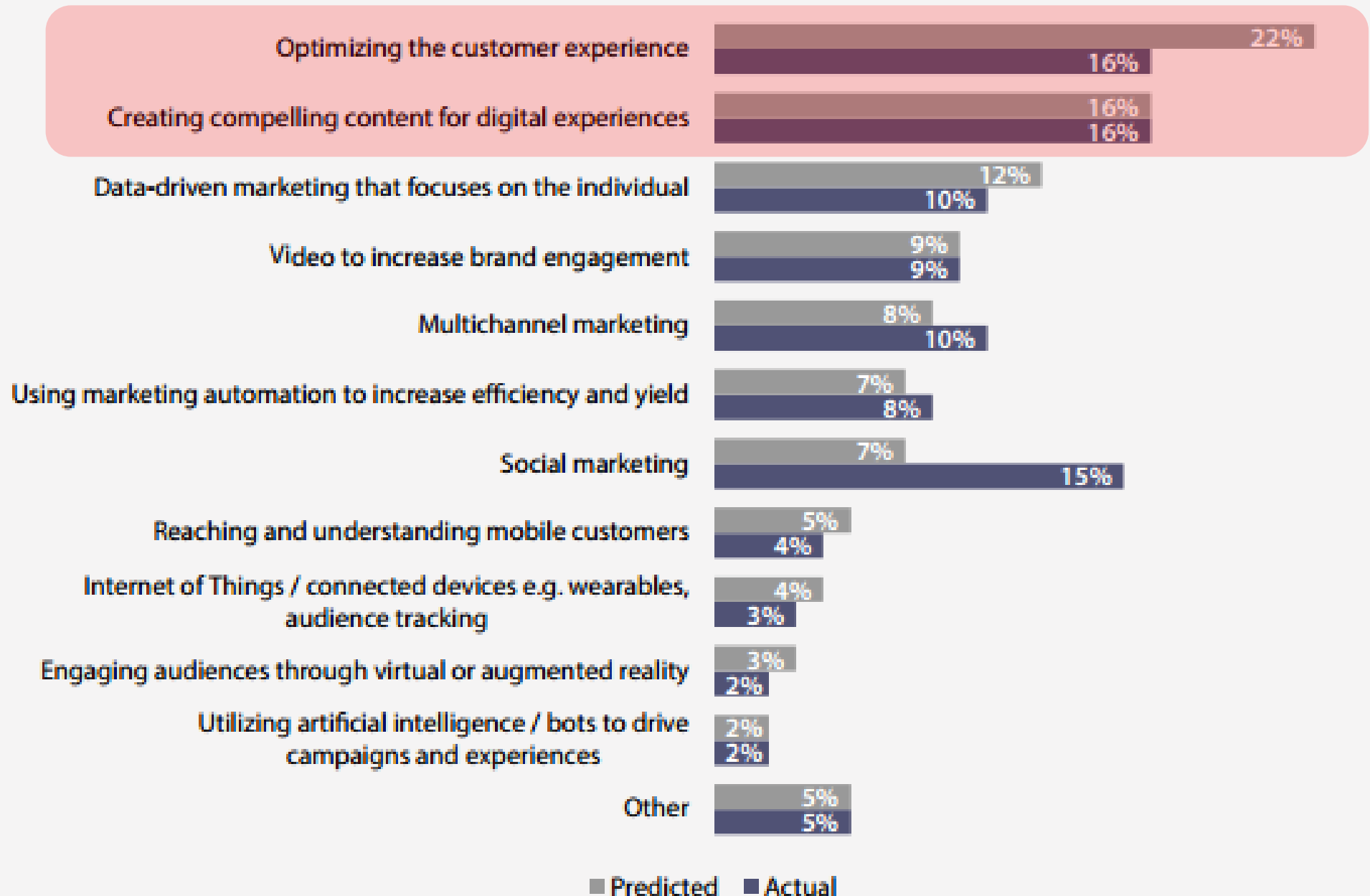


FIGURE 1: LAST YEAR'S MOST EXCITING OPPORTUNITY – PREDICTED VS. ACTUAL



Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19



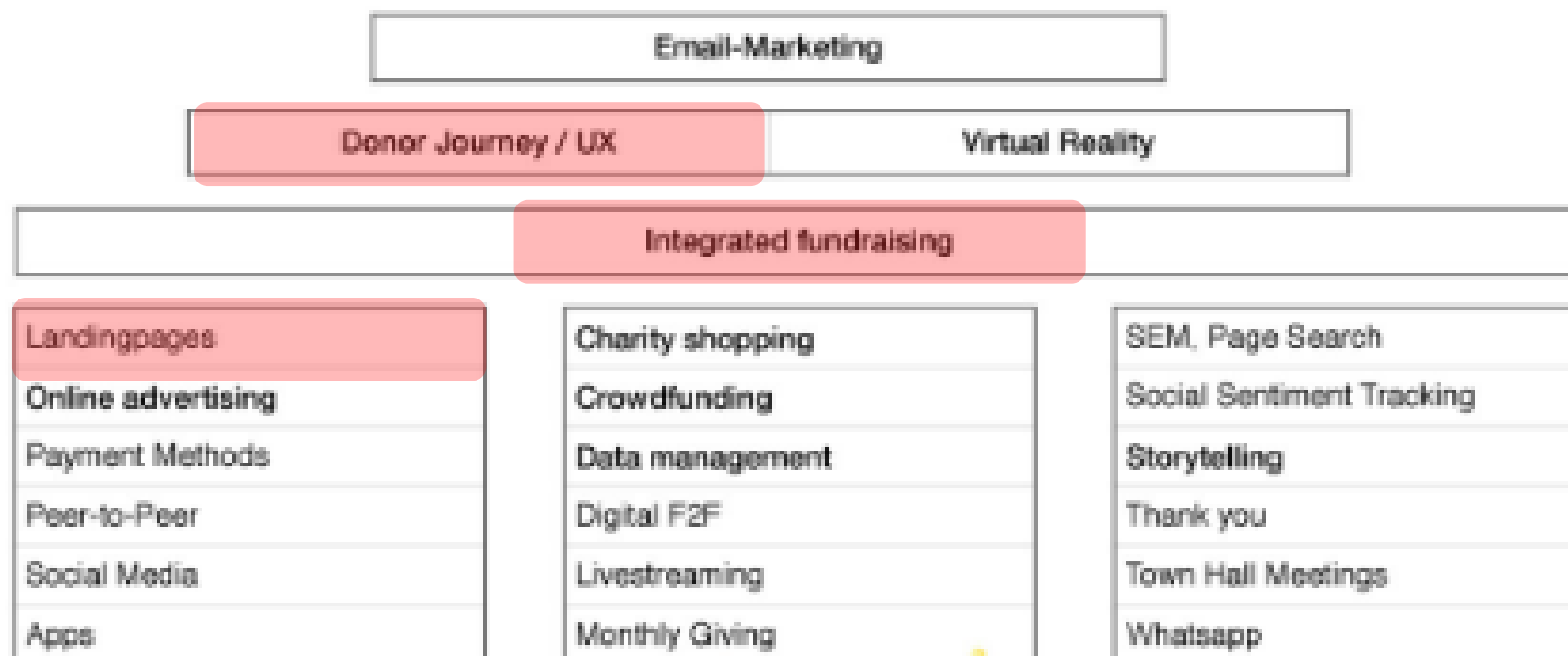
Photo: Laura Poitras/ACLU

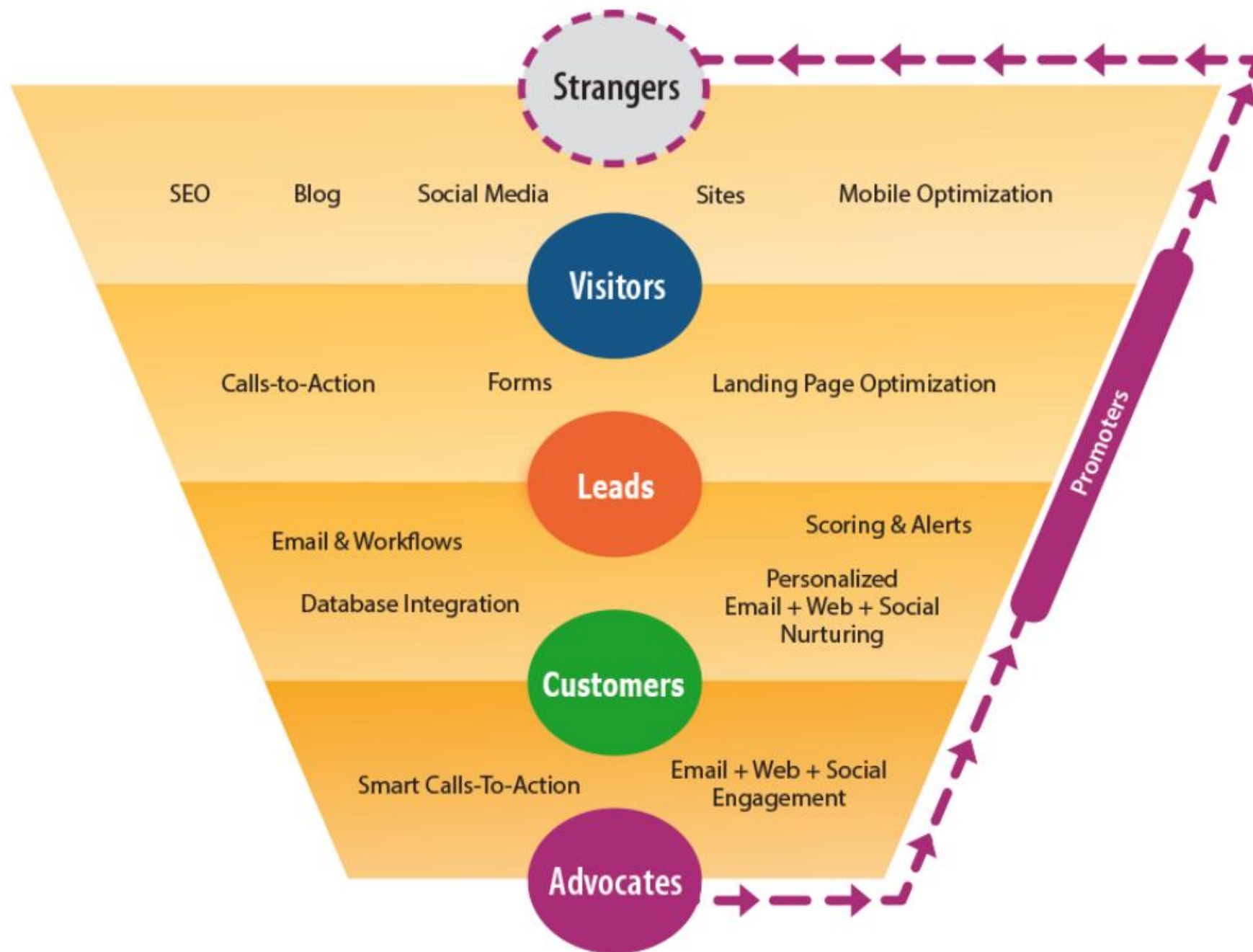
Snowden

https://www.youtube.com/watch?v=Fb_HuSIVeR0

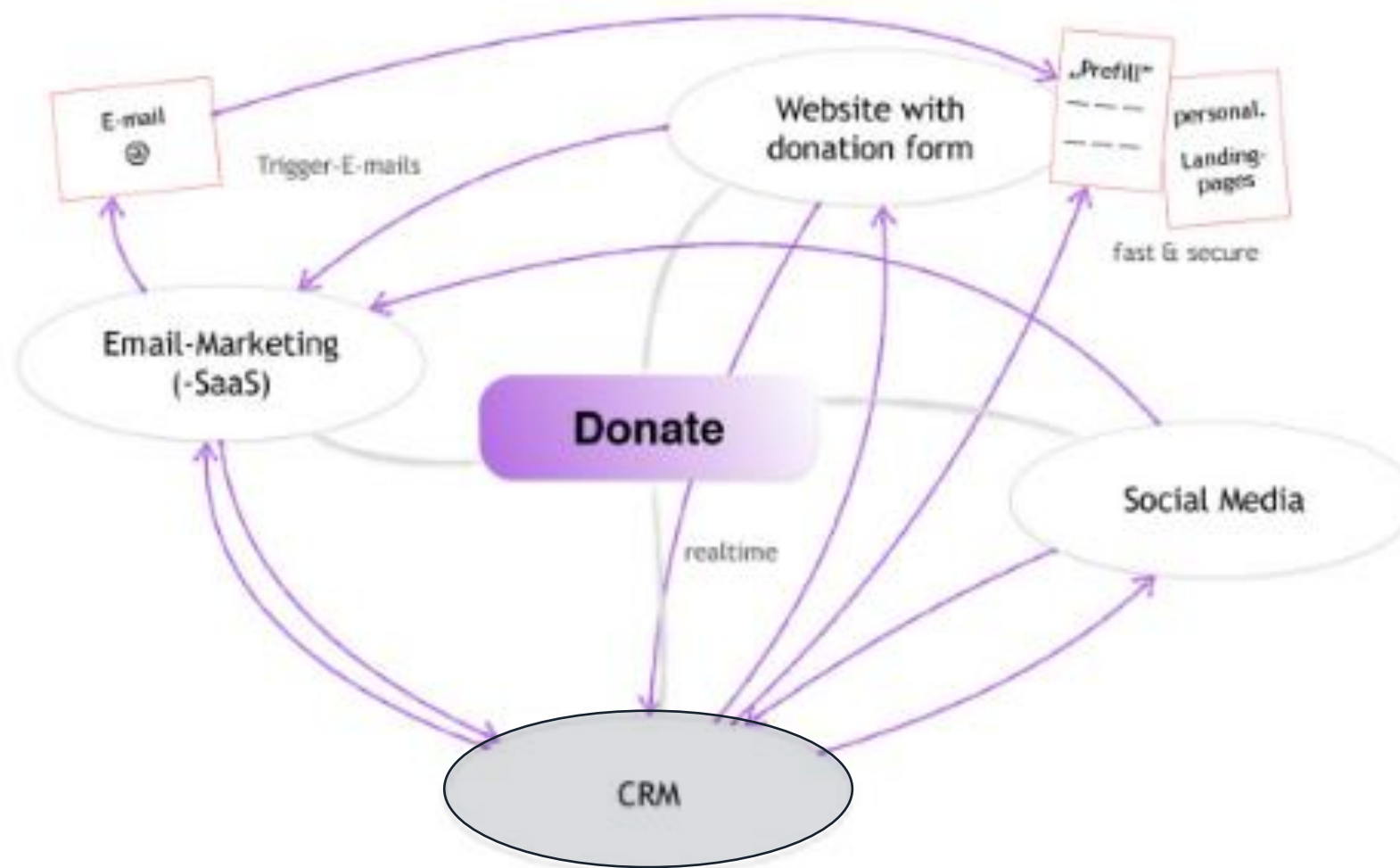
- Big data
- Intelligenza artificiale

Most wanted in digital-fundraising









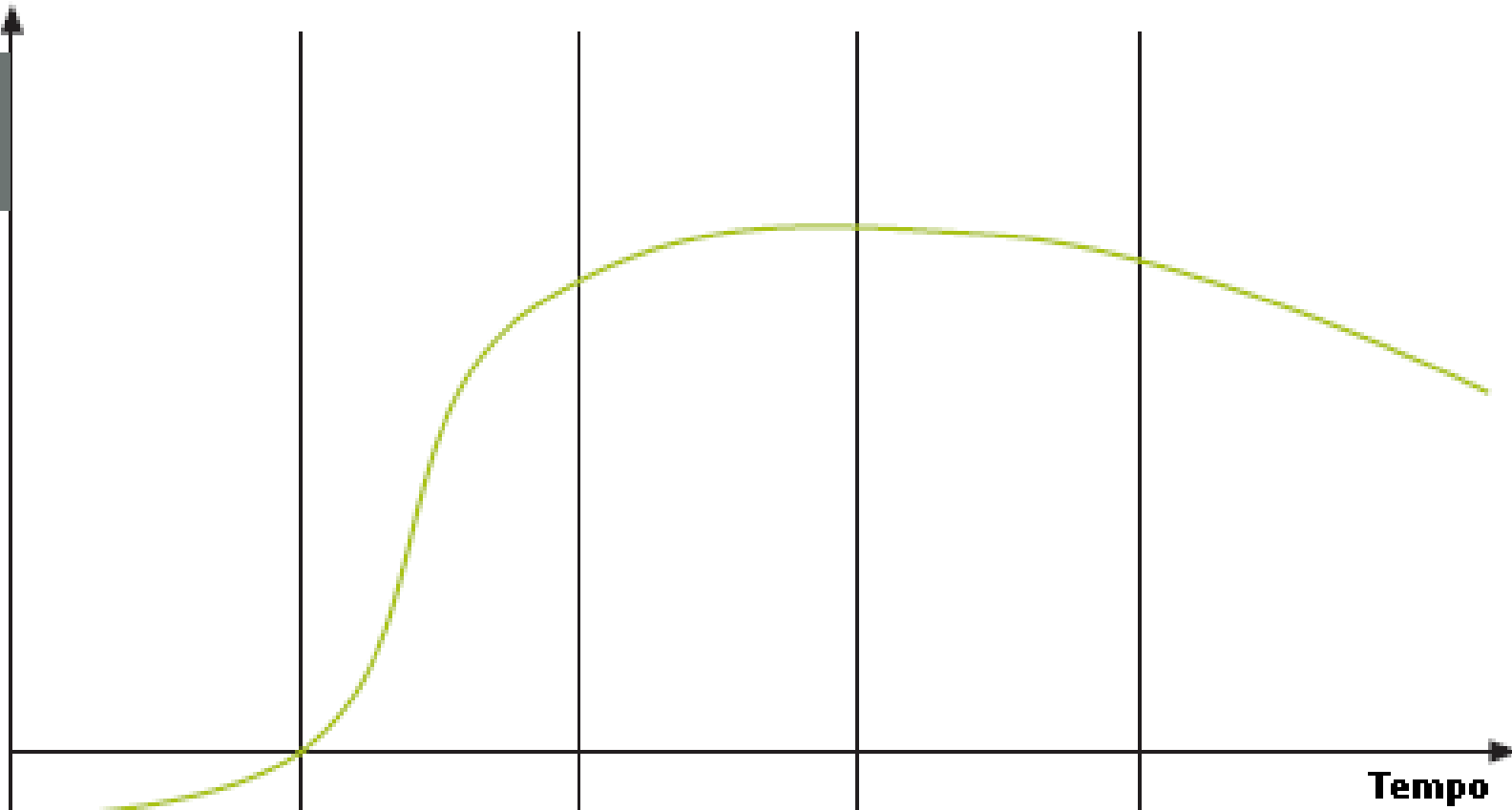
INTEGRAZIONE - CLOUD

- Sito
- Lead forms
- Social forms
- Lead nurturing
- Donazioni
- Email mktg
- Tele-mktg
- F2F
- ...

Domanda: Quanti di voi adottano cluster interni al DB?

Donor Life Time Value

DLT



Leads

New donors

Retained

Upgraded

Mutlichannel

ACCENTRA

SVILUPPA

RELAZIONE

KPI



Domanda: Hai segmenti interni al tuo DB che alimenti?

A cosa serve .. praticamente?

1. Gestione anagrafiche
2. Gestione categorie / cluster
3. Gestione donazioni
4. Definire e gestire le campagne
5. Contabilità
6. Analisi



Grazie!!

Fabrizio Farinelli

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