boodleAI

*Find your best donors in any prospect list*

How boodleAI Helps You

[Watch 1 min intro video](#)

boodleAI finds the best donors in any prospect list. It leverages proven AI/machine learning to rapidly model the untapped data sitting in organizations, along with billions of third-party data points, to help organizations achieve **significant lifts in conversion, engagement, and retention rates through predictive analytics.**

WHY USE BOODLE

Without boodleAI, fundraising teams waste time and money on leads that are not a fit (black dots below) but are identified as potential leads by other targeting techniques (green, blue, red areas).

With boodleAI, fundraising teams focus their time and money on leads that are a fit (gold dots). This allows them to **close more sales faster— with far less effort and expense.**
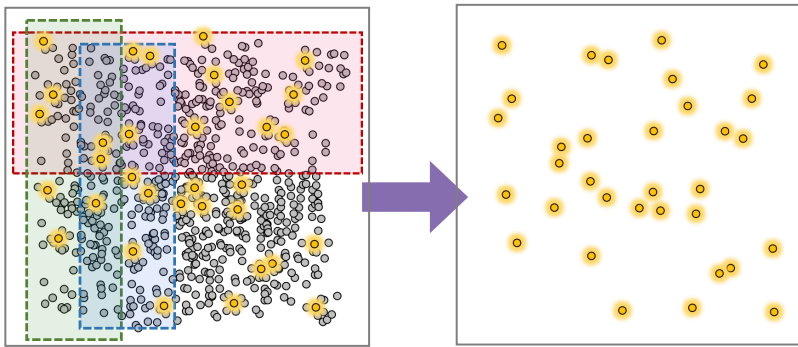
WHAT BOODLE PROVIDES

CUSTOM GUIDONS

Bespoke predictive models created from your donor data enriched with billions of data points.

Examples
Predict likely donors
Predict high value donors
Predict recurring donors

INSTANT GUIDONS

Generic predictive models created from third party data using data science.

Examples
Wealth Score
Giving Capacity
Affinity for Causes
Preference for Direct Mail

PROSPECT LIST INSIGHTS

Descriptive analytics about your prospect lists enriched with data.

Examples
Geography
Generation
Veteran Status
Giving Propensity

WHO USES BOODLE

Fundraising teams use boodleAI to:

- Prioritize most likely leads
- Improve pipeline velocity
- Eliminate low value leads
- Increase cross-selling and upselling
- Reduce wasted resources

Communications teams use boodleAI to:

- Discover high value leads in current prospect lists
- Improve message targeting
- Segment and cluster current prospects
- Improve direct mail efficiency

boodleAI Results

$20,000
Largest single donation secured by boodleAI

+20%-35%
Lift in email open and click rates

+60%-300%
Lift in donation size

+60%-80%
Lift in donation rate

What People Are Saying

"It really focuses our marketing. We spend way too much money on marketing that isn't effective anymore. From what I expect to generate from boodleAI, it'll return $10 for every $1 invested."
- David Smydo, CEO, Sokolin

"I love the technology."
- Doug MacPherson, VP of Development, HMEA

"Most organizations have a wealth of data available to them, but they don't have the right resources or solutions to be able to analyze the data, create insights, and put the data to use. boodleAI bridges that gap. They bring data science skillsets and technology to the table to allow Team RWB to make our data actionable."
- Dan Brostek, Chief Analytics Officer, Team RWB

Media Coverage

Named an **"AI Tool Your Nonprofit Must Explore"** in [NonProfit Pro](#).

In a [survey of 212 nonprofit leaders](#) about AI implementation, boodleAI ranked as highly as AI products from publicly traded companies Microsoft and Blackbaud.

How boodleAI Works

Step 1: Customers Upload Their Data
Organizations select 250 to 10,000 records from their existing donor databases, drawn from the audience they want to target (a training dataset) and a list of internal or external records they want to prioritize or segment (a target dataset). They then upload the first name, last name, and email address OR physical address OR phone number of each record.

Step 2: boodleAI Builds, Tests, and Applies the Predictive Model
boodleAI matches each record to databases of 220M adult Americans, which contain over 500 data points on each person, and then builds a predictive model (a **guidon**) from the training dataset. boodleAI then tests the guidon to verify its predictive power by using a sample of positive records combined with negative records to see how well the guidon does at predicting which records are actual positives. boodelAI then uses the guidon to score, prioritize, and segment the target dataset.

Step 3: Customers Receive Actionable Insights
The scored, prioritized, and segmented dataset is delivered to the organization via an online SaaS platform, managed service, or API.

Current Customers

boodleAI is selected by nonprofit and commercial customers to harness people-focused predictive analytics to increase customer and donor acquisition, engagement, and retention across a wide variety of use cases. boodleAI's customers range in size from $110K to over $300M in annual revenue.

What Makes boodleAI Different?

boodleAI is focused on People. While other predictive analytics platforms predominantly provide insights for sales to other businesses (B2B), boodleAI is solely focused on optimizing people-focused predictions.

boodleAI is a predictive analytics engine powered by AI/ machine learning. Other services segment prospects manually or use unreliable, arbitrary formulas. ur SaaS platform uses AI/ machine learning to develop custom predictive models.

boodleAI determines who is the best fit for an organization. Other B2C targeting platforms predict donors or consumers based on intent or user behavior, which can be misleading.

boodleAI predicts likely donors based solely on name and email. Other predictive analytic platforms require a mailing address or multiple data points to analyze a prospect or limit their analytics to the data provided by the client.

boodleAI scores new or existing prospect lists. Other services create look-alike models to sell targeted ads or provide call lists or direct mail lists of potential prospects.

boodleAI uses billions of third-party data points to build predictive models. Many other predictive tools only analyze the first party data an organization already has, greatly limiting the predictive power.

Nonprofit Plans and Pricing

	# Custom Guidons	# Records	Pricing for Annual License	Pricing for +10K records
Starter	3	50,000	$4,950	$1,000
Growth	8	100,000	$9,900	$750
Professional	25	300,000	$24,750	$500
Enterprise	Unlimited	Varies	Varies	-