

# Audience Analysis Report



ACCELERIST

CUSTOMER  
AUGUST 2020

# Methodology

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## PERSONA DEVELOPMENT

**Personas built from unique insights rather than intuition**

social behavior + demographics + retail purchases + financial data + news sources + geography + occupation + automotive data + social conversations + brand affinities + charitable causes + CPG purchases + lifestyle interests + media markets + political persuasions + TV shows

## PSYCHOGRAPHIC ANALYSIS

**The deepest set of constituent insights spanning social and real-world information**

Unlike old-school databases, Accelerist has graphed hundreds of millions of social profiles and behaviors – brands and interests that consumers like, follow, and engage with – and linked it to proven, actionable data. We take the best of both worlds: the dynamic, contextual realm of social and the rigorous, tested offline data world, to generate unique insights for social impact professionals to create winning engagement strategies.

# Methodology

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## CUSTOMER DONOR AUDIENCE ANALYSIS

### Donor Audience

- 281,200 emails analyzed
- @donoraudience social followers analyzed



# DONOR AUDIENCE

# Persona Overview

## Donor Audience

### GENDER

46% Male, 54% Female

### AGE

26 - 40

### INFLUENCE

7.5x more influential

### INCOME

\$125K+ (31% of audience)

### NET WORTH

\$1M+ (34% of audience)

### OCCUPATION

White Collar, Professional

### FAMILY STATUS

48% married, 52% single

### FAMILY COMP

50% have children

### ETHNICITY

74% are white

### POLITICAL AFFILI

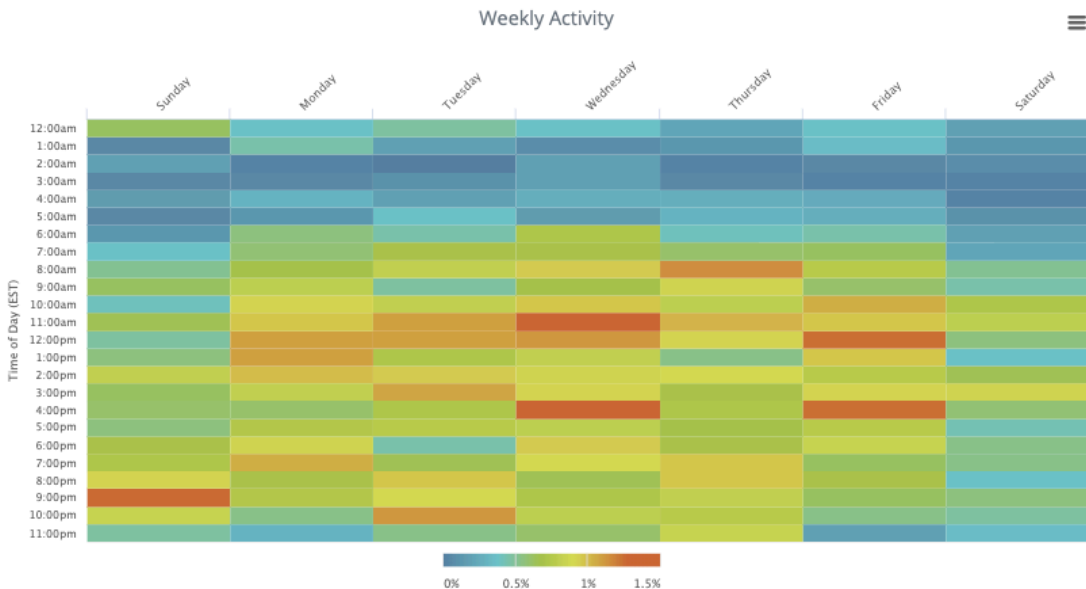
62% are  
Democrat

# Social Activity

How engaged is this segment? What are they talking about, and when are they talking?

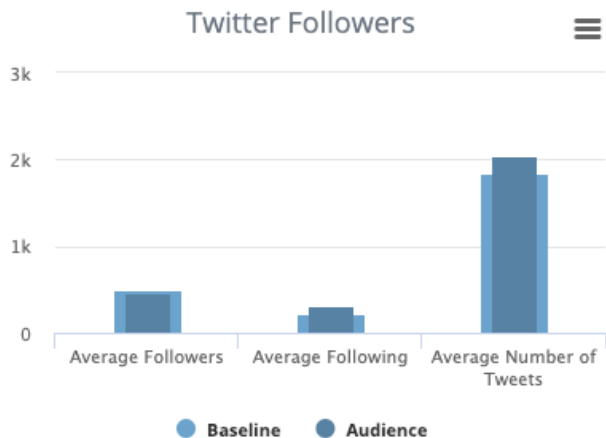
## Top Hashtags

Hashtag	Index	Count
#earlyclub	590442.83	19
#news8	319431.74	26
#kolr10wx	283286.45	37
#klbk	276933.82	157
#wmiwx	25470.39	29
#txwx	7817.68	157
#mowx	5890.35	32
#breaking	19.89	17
#covid19	5.82	106
#coronavirus	4.84	45



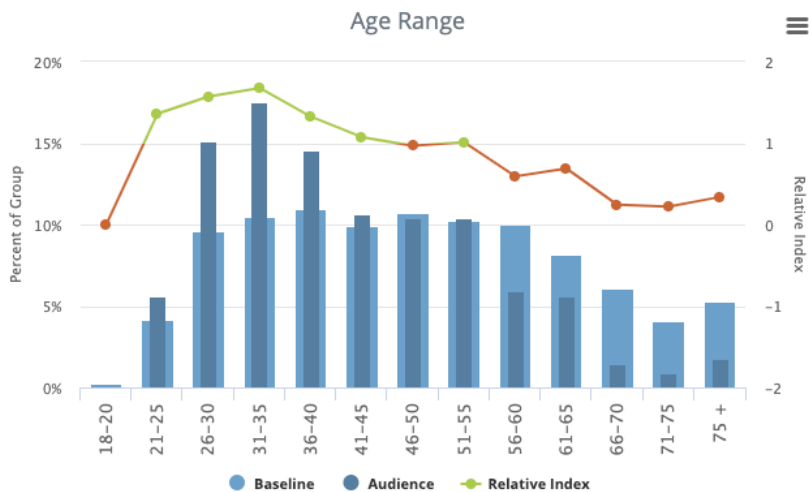
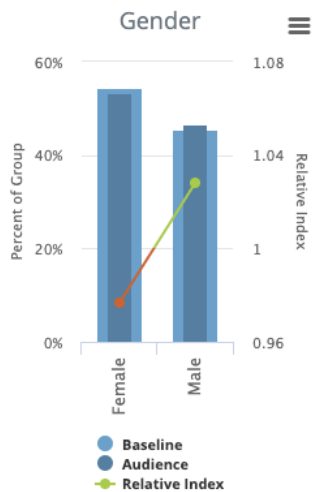
## Social Activity

How engaged is this segment? What are they talking about, and when are they talking?



# Demographics

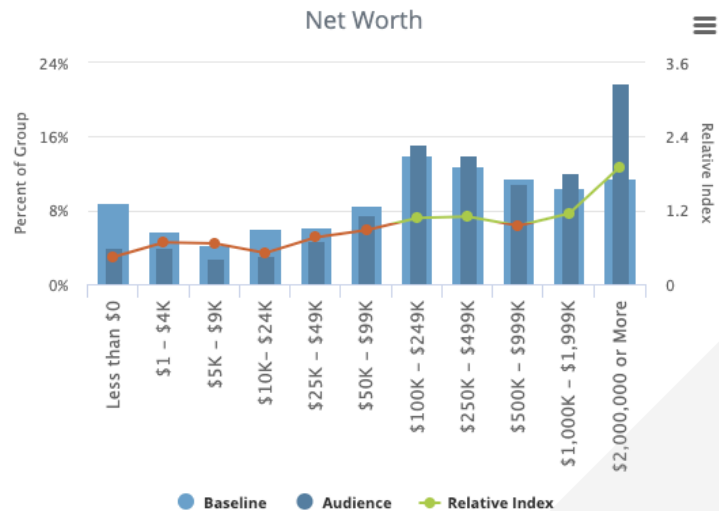
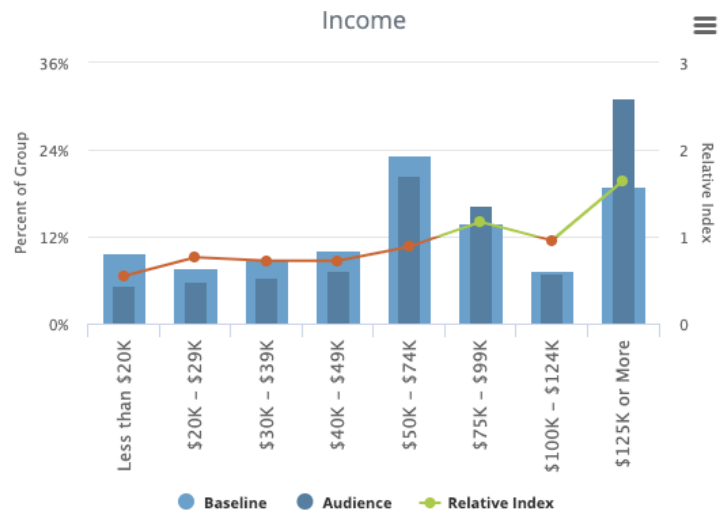
Gender, Age, and Income, along with Household characteristics like Presence of Children and their Ages, are fundamental segmentations for many marketing programs. These report charts and tables help you understand those basic demographic characteristics for your group.



**Average Age**  
 Baseline: **47.55**  
 Audience: **41**

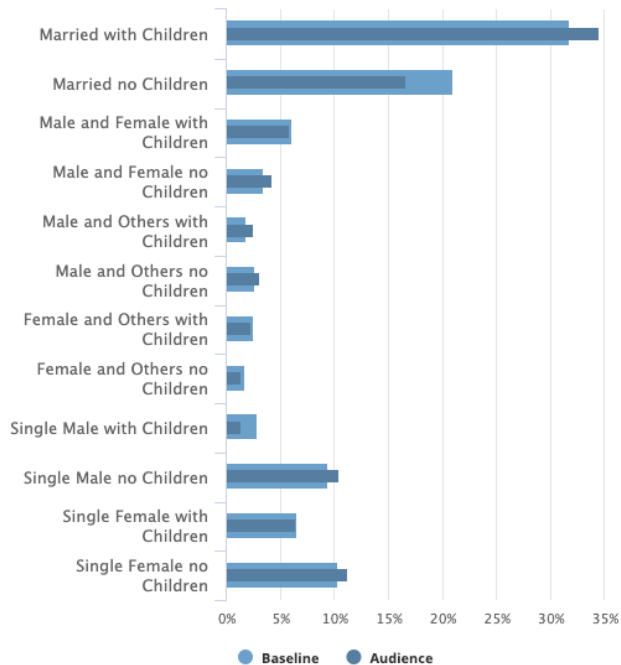


# Demographics

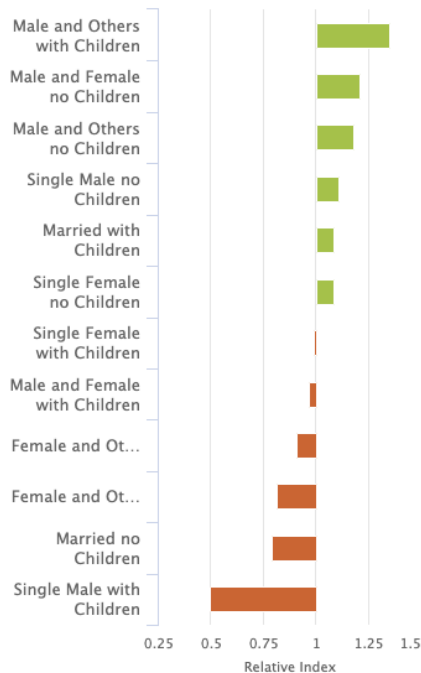


# Demographics

Family Status

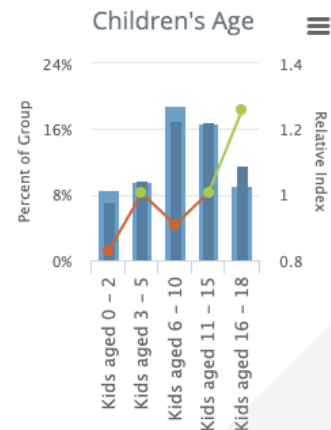
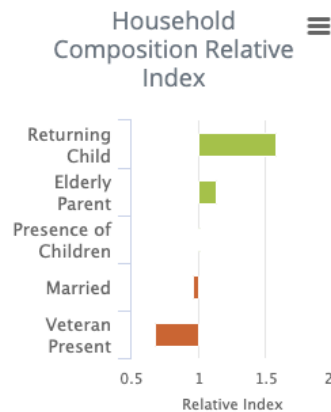
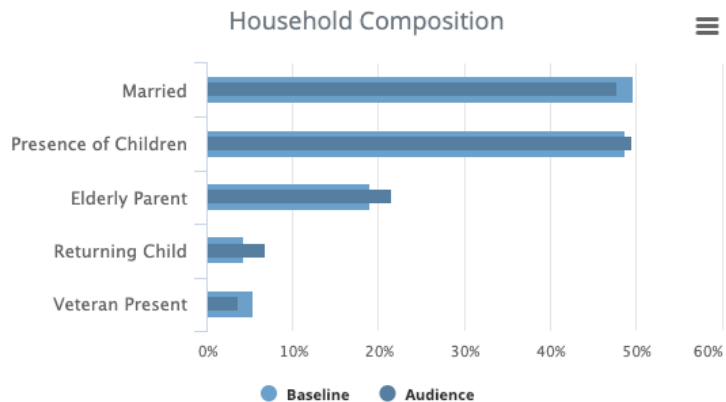


Family Status Relative Index



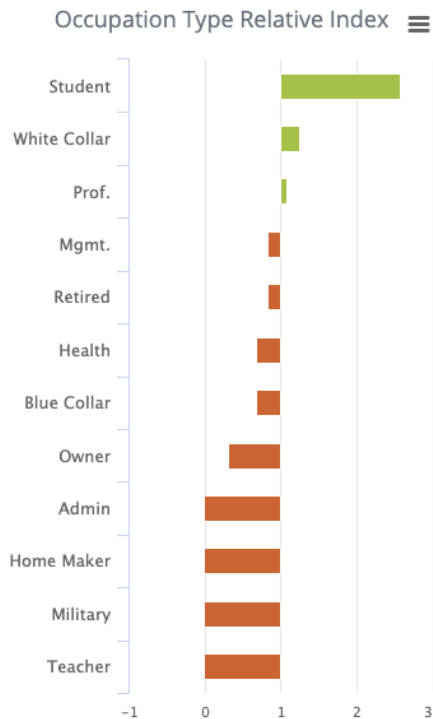
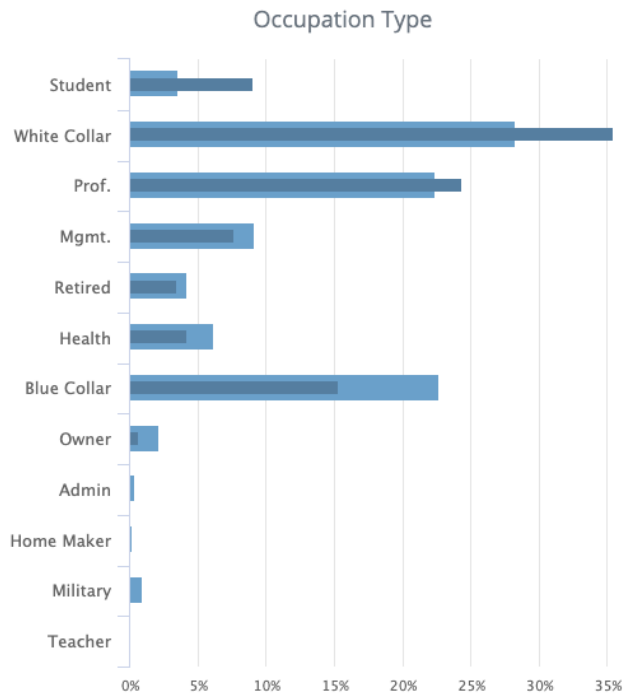
Graph Key  
 Dark Blue: Volume of your audience who meet the criteria  
 Light Blue: Volume of all consumers who meet the criteria  
 Green: Index score - how much above baseline your audience meets criteria  
 Orange: Index score - how much below baseline your audience meets the criteria

# Demographics



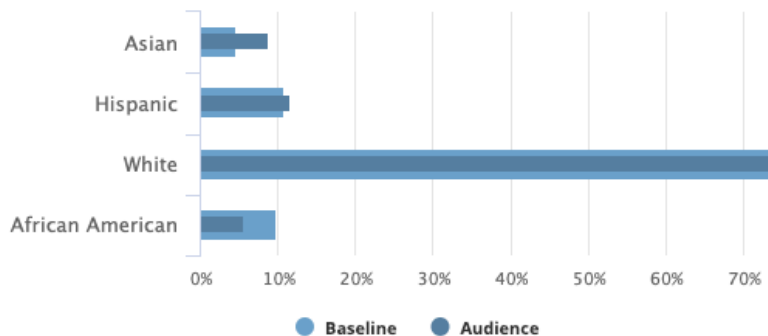
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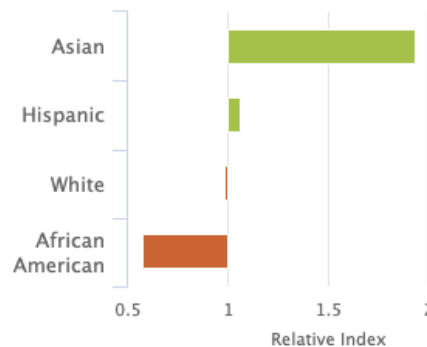


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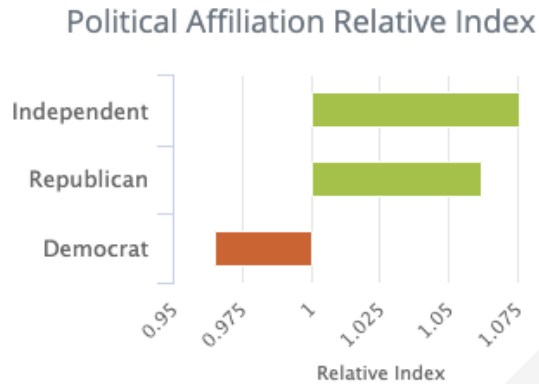
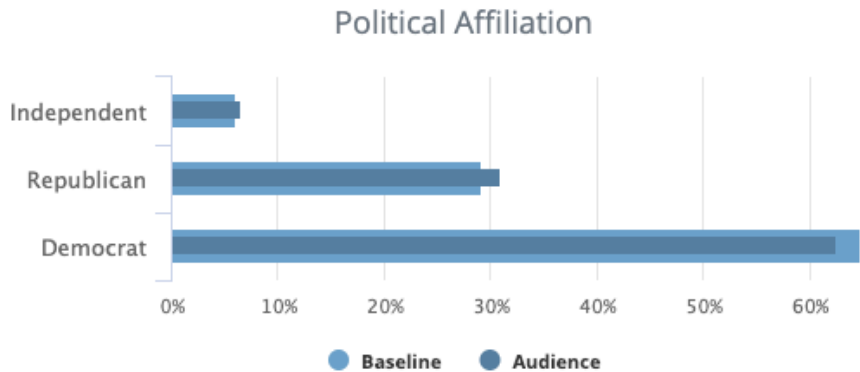
Ethnicity



Ethnicity Relative Index



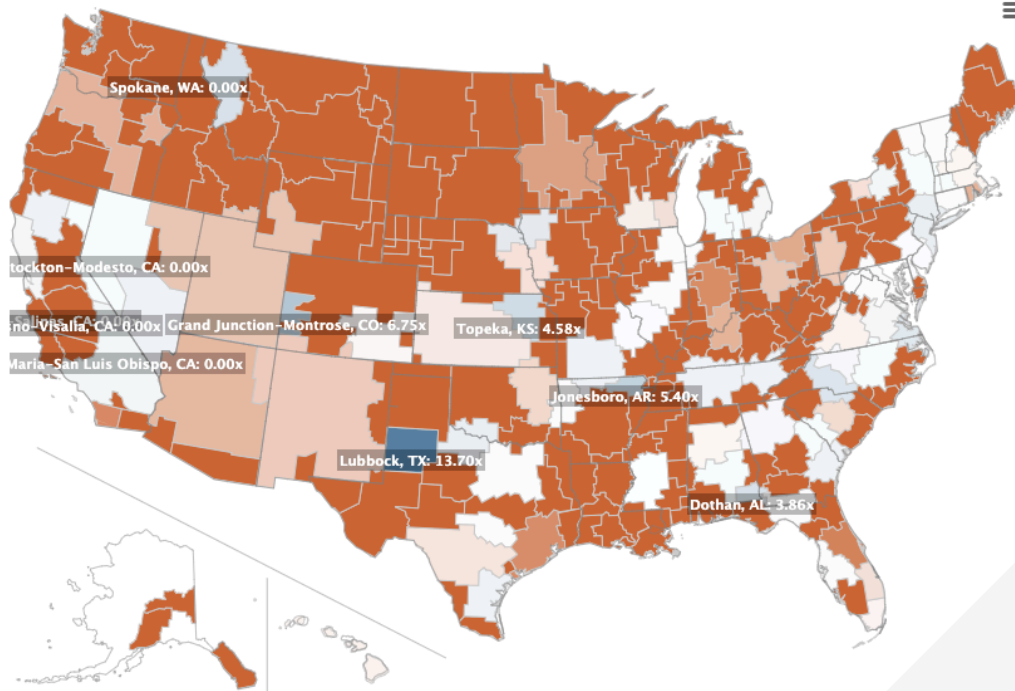
# Demographics



# Geography

By Media Market

Graph Key  
**Blue Regions:** Highest indexing regions of your constituents residing there  
**Orange Regions:** Lowest indexing regions of your constituents residing there  
 Darker color indicates higher saturation



Top Media Markets Bottom

Media Markets	Relative Index
Lubbock, TX	13.70
Grand Junction-Montrose, CO	6.75
Jonesboro, AR	5.40
Topeka, KS	4.58
Dothan, AL	3.86

Top Media Markets Bottom

Media Markets	Relative Index
Monterey-Salinas, CA	0.00
Santa Barbara-Santa Maria-San Luis Obispo, CA	0.00
Sacramento-Stockton-Modesto, CA	0.00
Fresno-Visalia, CA	0.00
Spokane, WA	0.00

## Geography

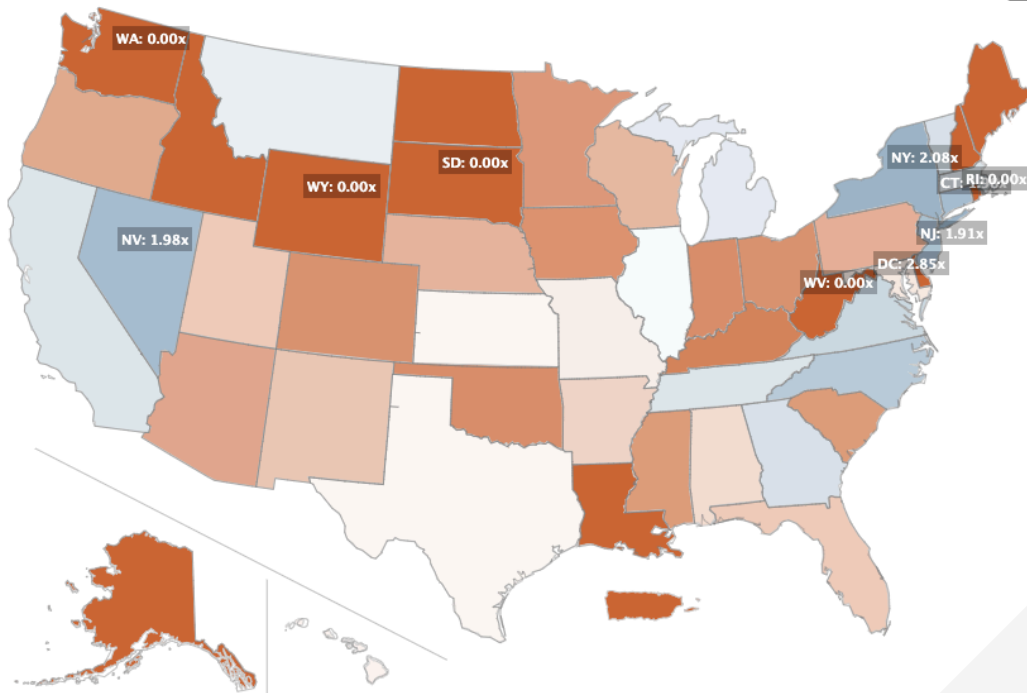
Residence by State

### Graph Key

**Blue Regions:** Highest indexing regions of your constituents residing there

**Orange Regions:** Lowest indexing regions of your constituents residing there

Darker color indicates higher saturation



Top States Bottom

States	Relative Index
RI	0.00
SD	0.00
WA	0.00
WV	0.00
WY	0.00

Top States Bottom

States	Relative Index
DC	2.85
NY	2.08
CT	1.98
NV	1.98
NJ	1.91



# Geography

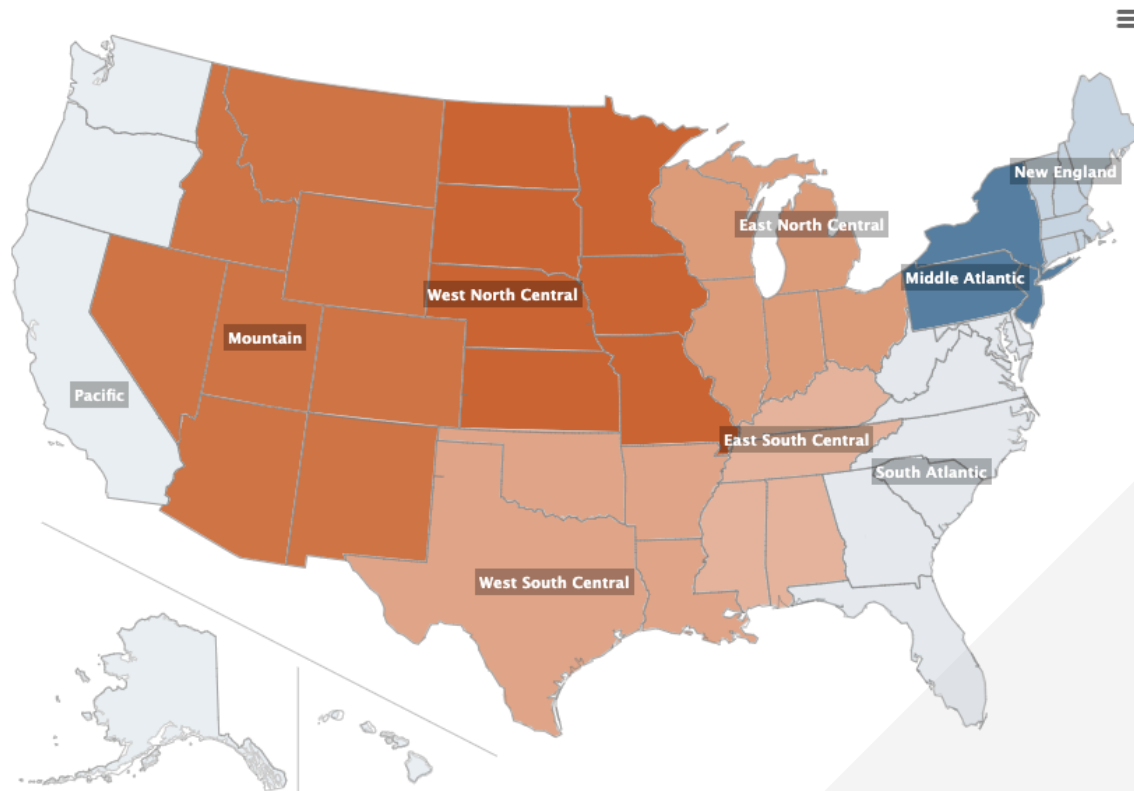
Residence by Region

Graph Key

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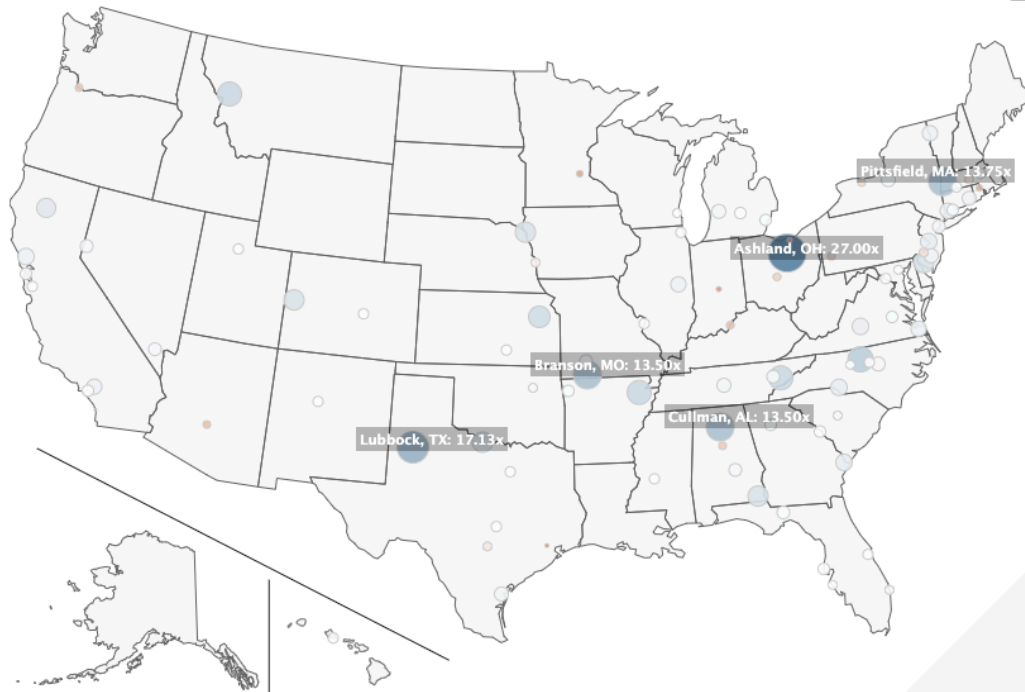


# Donor Audience

## Geography

By Metro Area

Graph Key  
**Blue Regions:** Highest indexing regions of your constituents residing there  
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Darker color indicates higher saturation



Top Metro Areas Bottom

Metro Areas	Relative Index
Ashland, OH	27.00
Lubbock, TX	17.13
Pittsfield, MA	13.75
Branson, MO	13.50
Cullman, AL	13.50

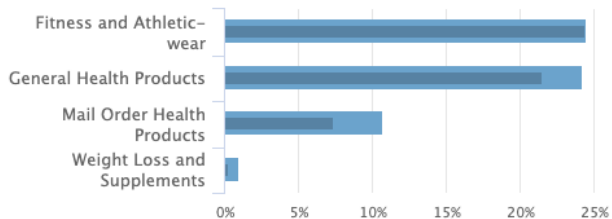
Top Metro Areas Bottom

Metro Areas	Relative Index
Minneapolis-St. Paul-Bloomington, MN-WI	0.45
Cleveland-Elyria, OH	0.36
Indianapolis-Carmel-Anderson, IN	0.35
Houston-The Woodlands-Sugar Land, TX	0.27
San Diego-Carlsbad, CA	0.24

# Purchasing Behavior

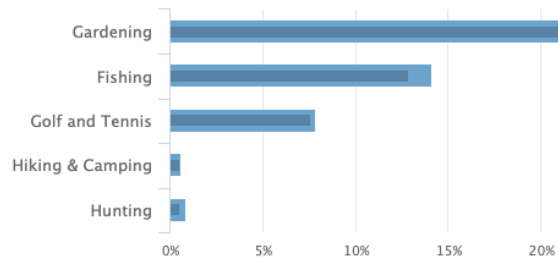
## Health and Wellness Products

Baseline: 37.27 · Audience: 33.60



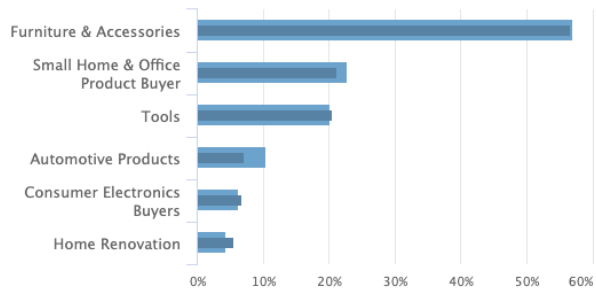
## Outdoor Sports and Hobbies

Baseline: 28.57 · Audience: 25.98



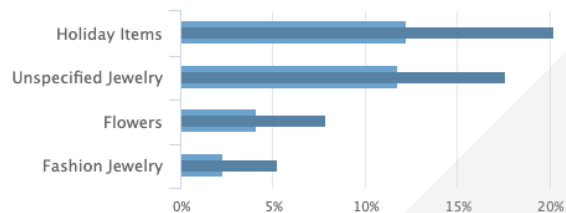
## Home and Garden Goods Buyers

Baseline: 63.53 · Audience: 63.78



## Gifts and Flowers

Baseline: 20.85 · Audience: 31.50

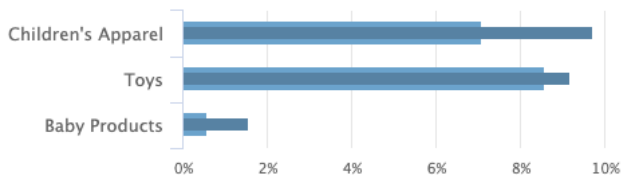


## Donor Audience

# Purchasing Behavior

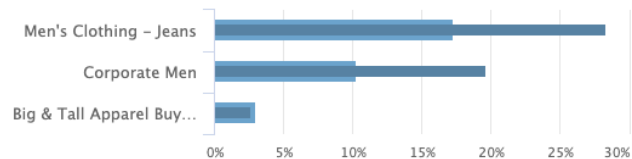
### Children's Products Buyers

Baseline: 13.57 · Audience: 16.27



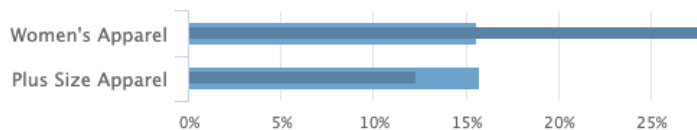
### Mens Fashion and Apparel Buyers

Baseline: 18.56 · Audience: 28.87



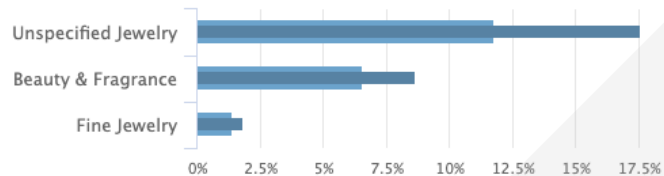
### Women's Fashion & Apparel Buyers

Baseline: 26.88 · Audience: 34.91



### Women's Accessories

Baseline: 15.75 · Audience: 21.26



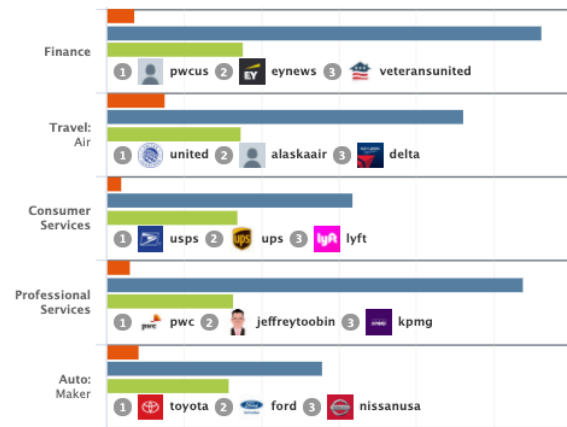
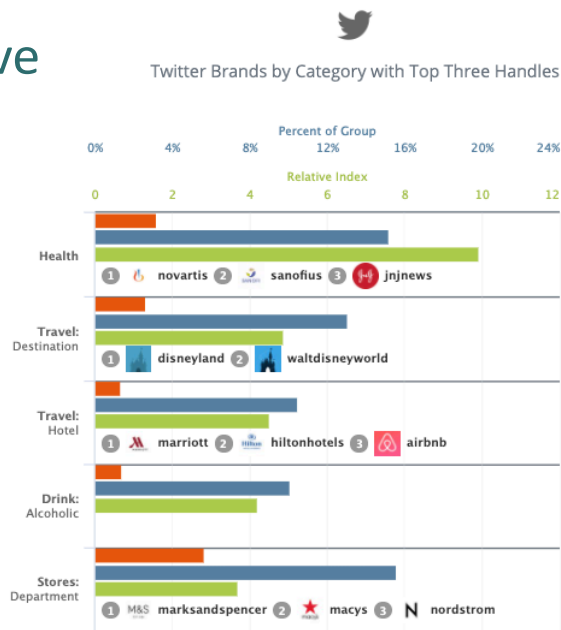
## Purchasing Behavior

Purchase Category	Purchase Behavior
Men's Fashion and Apparel	56% more likely to purchase.
Gifts and flowers	51% more likely to purchase
Women's Accessories	35% more likely to purchase
Women's Fashion and Apparel	30% more likely to purchase
Children's Products	20% more likely to purchase
Home and Garden Goods	0% more likely to purchase
Outdoor Sports and Hobbies	9% less likely to purchase
Health and Wellness	10% less likely to purchase

## Donor Audience

### Brand Category Love

The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created



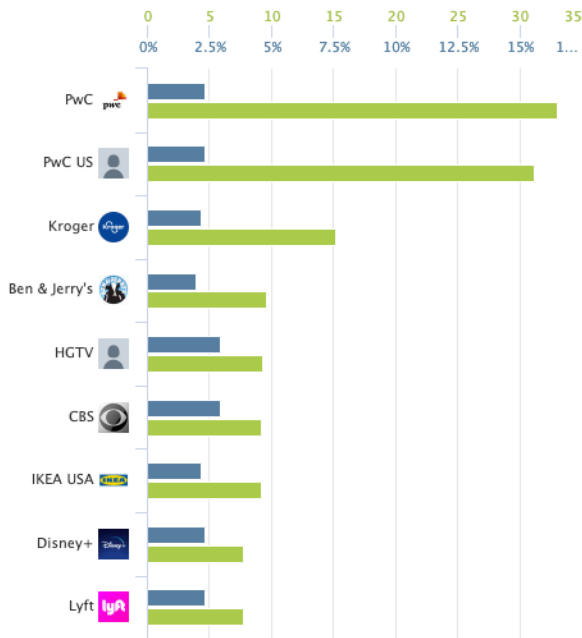
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**Orange:** Breadth of interest within category

## Most Loved Brands

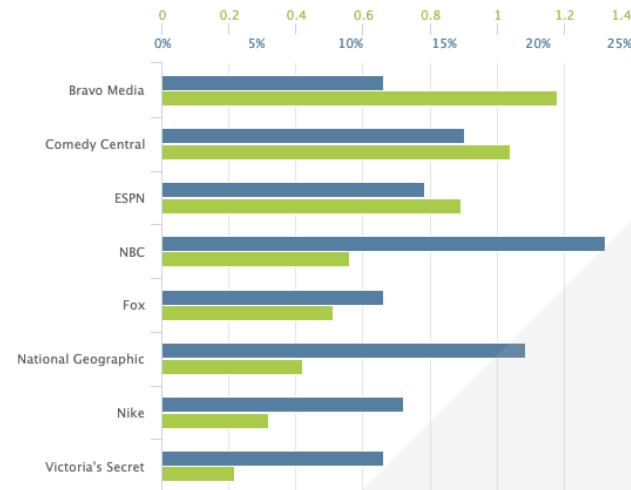
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Consumers in this group follow these Twitter brands



Consumers in this group follow these Instagram brands



### Interest Category

The comprehensive brand lists each provide insights into the group's overall brand affinity and behavior. We filter out out any brands that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created

1. Media: Finance
2. Media: Left Leaning Politics
3. Sports: NFL
4. Media: Sports
5. US Politics: Democratic Party
6. US Politics: Republican Party
7. Sports: NBA
8. Media: Right Leaning Politics
9. Government: Gov.Org



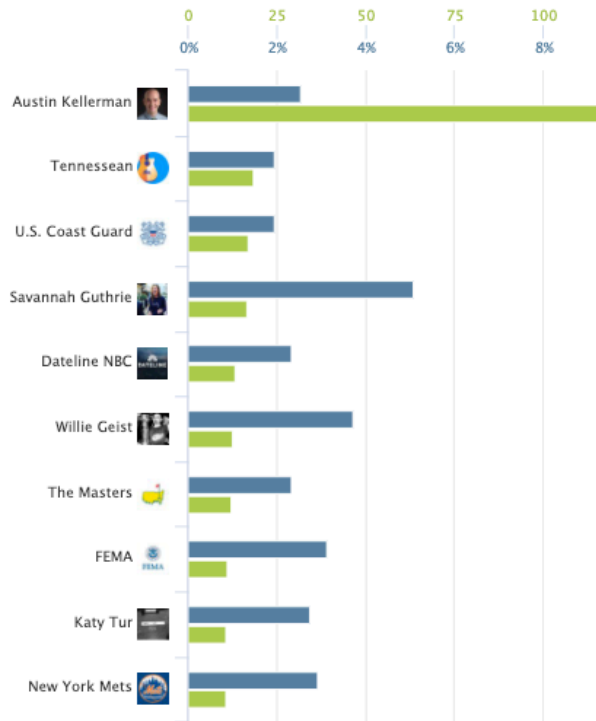
# Donor Audience

## Interests

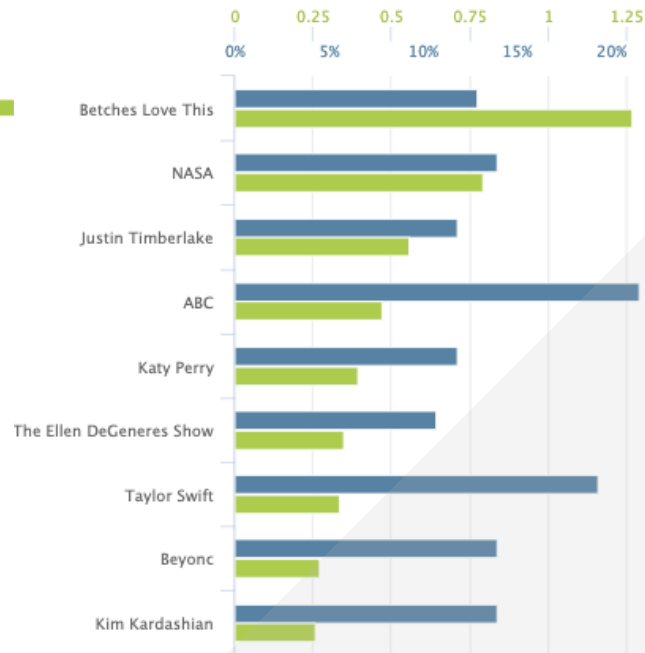
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Twitter Brands by Category with Top Three Handles



Instagram Brands by Category with Top Three Handles



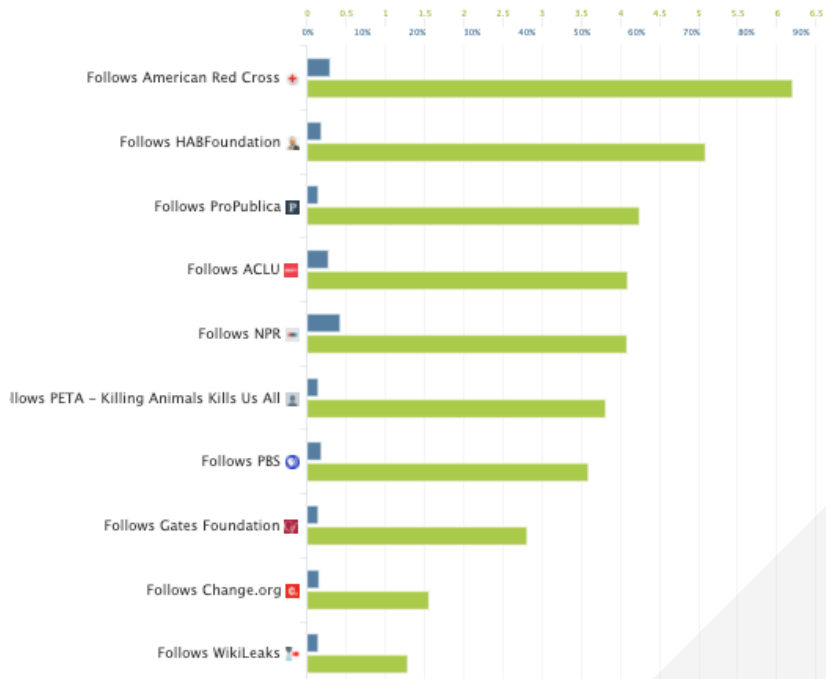
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## Cause Love

The comprehensive nonprofit lists each provide insights into the group's overall cause affinity and support of nonprofit organizations. We filter out out any nonprofits that are not followed by at least 1% of the group. We also filter out all handles that have not been published anything in the last 6 months; and we remove handles that are de-activated at that time the report was created.



Consumers in this group follow these Twitter brands



Graph Key

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Green: Index score - how much above baseline your audience meets criteria

## Cause Love

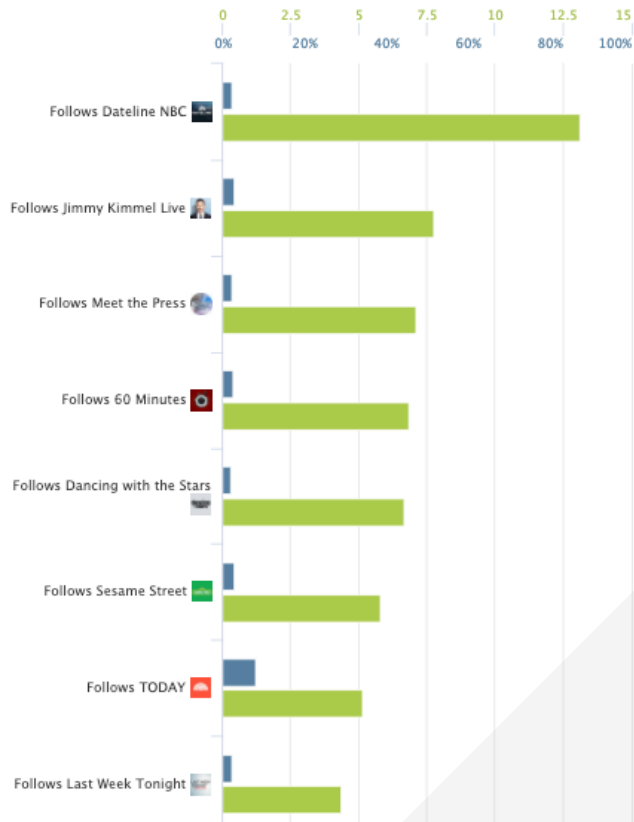
Based on the collective nonprofit and cause affinities, the following cause areas represent the top five social issues your audience cares most about.

Rank	Social Cause Category
1	Disaster Relief and Humanitarian Aid
2	News, Media, and Communications
3	Civil Rights
4	Civic Engagement
5	International Development

# Special Interest: TV Shows



Consumers in this group follow these Twitter brands

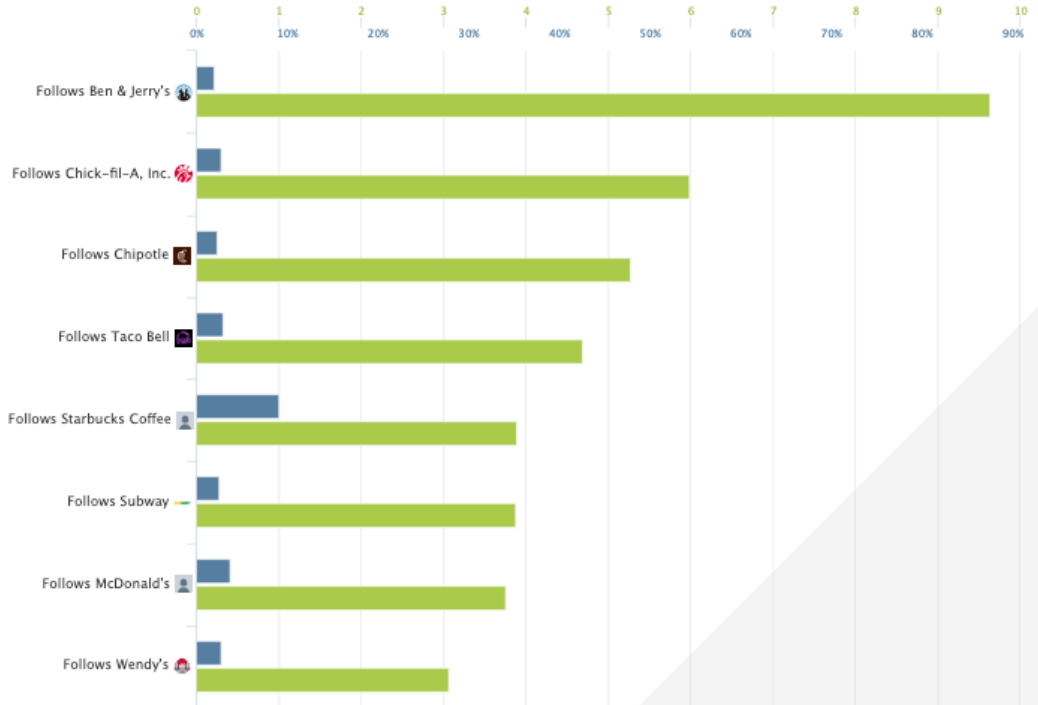


Graph Key  
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## Special Interest: Restaurants



Consumers in this group follow these Twitter brands



## Donor Audience

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### MOTIVATIONS & NEEDS

MOTIVATIONS & VALUES	NEEDS	ENGAGEMENT
<ul style="list-style-type: none"><li>• Strong work ethic</li><li>• Authentic, real engagement</li><li>• Endorsement from close friend or family member</li><li>• Genuine connection to the cause</li><li>• Personal altruism and goodwill</li><li>• Reputation &amp; Status</li><li>• Strong family values</li></ul>	<ul style="list-style-type: none"><li>• Short and quick outreach</li><li>• To feel appreciated in order to win over their long-term loyalty</li><li>• Connect with others – to create a feeling like they belong to a group</li><li>• Satisfy their curiosity for knowledge</li><li>• Frictionless experience</li></ul>	<ul style="list-style-type: none"><li>• Offer opportunities for personal recognition</li><li>• Engage in community-minded and social impact activities</li><li>• Peer-to-peer fundraising or activation</li><li>• Workplace engagement, like corporate-sponsored events, volunteerism or giving days</li></ul>

## Donor Audience

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### COMMUNICATION

AWARENESS	CULTIVATION	SOLICITATION	RECOGNITION
<p><b><u>6 Months</u></b> (pre-event)</p> <ul style="list-style-type: none"><li>• Content marketing focused on organization's expertise</li><li>• Research-based information and messaging</li><li>• Frictionless, easy opportunity to give back to a good cause</li></ul>	<p><b><u>3 Months</u></b> (pre-event)</p> <ul style="list-style-type: none"><li>• Stories of impact</li><li>• Mission-served video content</li><li>• Like-minded peer stories of fundraising success demonstrating low-lift, high-yield</li><li>• Top 5 Reasons to Get Involved (Again) with the organization</li><li>• Meet and Greet webinar with executive or researcher</li></ul>	<p><b><u>3-6 Weeks</u></b> (pre-event)</p> <ul style="list-style-type: none"><li>• Incentives to register or fundraise:<ul style="list-style-type: none"><li>• Matching Gifts that amplifies donation</li><li>• Free products or sweepstakes entry when thresholds are met</li></ul></li><li>• Template fundraising toolkit for turnkey team building</li><li>• Options to join like-minded team</li><li>• Consistent communications (emails &amp; text) when fundraising thresholds are met</li></ul>	<p><b><u>3 Days</u></b> (post-event)</p> <ul style="list-style-type: none"><li>• Public recognition of fundraising milestone via event social media</li><li>• Social Ambassador badge they can share "I Supported ORG" with their networks</li><li>• Private recognition or thank you via email and text</li><li>• Invitation to VIP council or Ambassador group post-event to stay involved with mission</li></ul>



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