



## SIMIOCLOUD OMNICHANNEL ACQUISITION

# One Audience. Every Channel.

Acquire donors based on their potential, not the channel used to reach them. Separate mail and digital audiences make it harder to reach the right donors and know what is working. SimioCloud Omnichannel Acquisition identifies high-value donor prospects and reaches the same audience across mail, email, text, and digital.

### Improve Acquisition Across Every Channel

**Find donors more likely to give:** Focus acquisition investment on people ranked by their real giving history.

**Reach more of the right people:** Connect with the same prospects across channels and get email addresses you can contact for three months.

**Eliminate disconnected targeting:** Replace separate channel-specific audiences with one unified acquisition strategy.

**Spend on what performs:** Measure incremental lift through test-and-control validation and direct future spending toward the strongest audiences and channels.

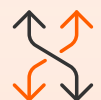
### Proven in every channel



**Mail:** Nine of ten organizations new to current-generation SimioAudience models achieved double-digit gains in revenue per piece.



**Email:** SimioCloud Email Acquisition delivered 221% higher revenue and a three-month payback.



**Cross-channel:** Coordinating the same audience across channels has produced double-digit gains in direct mail response while reducing acquisition costs.

### Ready to stop acquiring by channel?

Request a demo at [wearemoore.com](http://wearemoore.com)