

# Blackbaud Altru<sup>®</sup> and Email Marketing Integration

Putting Patrons at the Center of Your Altru & Email Strategy

*56% of North American Donors say they are most likely to give repeatedly to an organization if they receive regular communication.<sup>1</sup>*

*72% of donors say poor content – whether too vague, irrelevant, dull, or inconvenient – affects whether or not they donate to a non-profit.<sup>2</sup>*

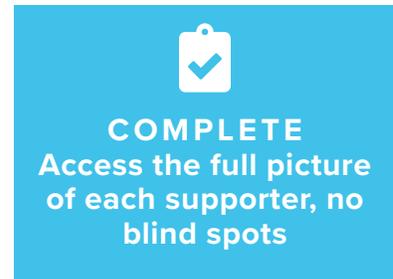
## Stand Out in a Sea of Emails

At a time when your patrons' inboxes are overflowing, emails need to be relevant to spark instant action. The good news is valuable data that provides insight about your supporters lives within your Altru database and email marketing system. But when these systems don't 'talk' to one another, you're left with data blind spots. And these knowledge gaps are preventing your nonprofit from developing (and sending) relevant, tailored messages that stand out. Gone are the days of 'batch and blast' emails. It's time to think about using your supporter data intelligently.

## Introducing the Blackbaud Altru and Email Marketing Integration Powered by Omatic Cloud

Our Altru and Email Marketing Integration provides your organization with a panoramic view of patrons, optimizes resources, and keeps supporter data fresh, clean, and complete.

Organizations can now create targeted segments, and cater to how, what, and when patrons want to receive email communications.



Powered by Omatic Cloud, the Altru and Email Marketing Integration automates data flow between Altru and your email marketing system while giving you the opportunity to be as hands-on or hands-off as you like.

- Gain a full picture of your patrons and their email engagement all in one place
- Build stronger relationships with your patrons through the ability to create targeted segments and timely communications
- Ensure high-quality data by preventing mistakes, identifying duplicates, and merging records  
Maintain appropriate email subscriber & unsubscribed status automatically between systems

1 Source: 2018 Global Trends in Giving Report

2 Source: Donor Loyalty Study from Abila