

A torn piece of white paper is centered on a white background. The paper is irregularly shaped with jagged, torn edges. The surface of the paper is a solid, vibrant green color. The text "Reveal your success." is printed in white on the green surface.

Reveal your success.

VantagePoint™

We all know multichannel marketing is now the norm. It's what we do. The big question is this: In this world of increasing complexity and expectations, how do nonprofit marketers *actually plan for success?*

How do we envision, execute, and measure these campaigns—and build on our successes—without the data and tools we need to make effective decisions?



All Your Data from All Your Campaigns

With increasingly sophisticated multichannel marketing, donor data has become fragmented, and trends are becoming harder to see. Many organizations are spending more time wrestling with data than actually using it. **VantagePoint** can solve this issue by summarizing data from all of your fundraising sources and marketing touches into one view to give you the answers you need, when you need them.



Uncover the True Drivers of Success

With VantagePoint, you can easily explore trends and enable collaboration with interactive data discovery tools. Graphical reports and dashboards are intuitive, even for the occasional user. And power users can drill down deep into the data too. You'll uncover the true drivers of success so you can quickly change course to maximize revenue and constituent engagement.

VantagePoint: Reveal Your Success

Visualize your marketing performance with the business intelligence solution **designed for nonprofits.**

With VantagePoint, you'll have the clear insight you need to make decisions with confidence. Our approach brings opportunities into view by centralizing fundraising sources and turning your data into timely, actionable information—without the manual effort. Interactive business intelligence tools provide industry-standard key performance indicators (KPIs) and dashboards that visually communicate fundraising performance to quickly bring attention to where it's needed most. As a result, you'll make better investment decisions, drive new revenue, and increase engagement across channels.



Created Specifically for Nonprofits

Drawing from the insight of the largest nonprofit community and more than 30 years of research and development by the world's leading technology provider for nonprofits, VantagePoint is designed specifically for nonprofits and their agency partners. Industry-standard KPIs and dashboards provide immediate answers to your most critical questions.



Secure and Maintenance Free

VantagePoint provides business intelligence without burdening your IT department. You can expect a high-performance cloud solution, safeguarded and updated by Blackbaud on your behalf. It's accessed through your web browser, and there's no coding or maintenance required.

VantagePoint™

Executive Summary

- **A one-stop-shop** for all the KPIs today's nonprofit leader needs
- **Inform stakeholders** of your current progress to goal with just two clicks
- **Visual comparisons** to prior years and trend lines put progress into context
- **Scorecard indicators** show movement in year-over-year revenue and active donor growth



Revenue Summary

- **Explore performance drivers** with revenue and gift distribution by channel, program, or fund
- **Slice and dice revenue** within any gift range or timeframe
- **Highlight your biggest revenue drivers** with top 10 gifts detail



Direct Response Summary

- **Quickly assess** revenue and donor performance by campaign type
- **View** side-by-side revenue, cost, and net revenue trends
- **Track** your cumulative retention, reactivation, and new donor trends through the fiscal year
- **Monitor results from campaigns in progress** to see if action needs to be taken

Campaign Dashboard

- **Dig into campaign response rates** and return on investment metrics by channel, package, or source
- **Easily understand context** with multi-year comparisons
- **See the campaign lifecycle** with response curves
- **Access results from any campaign** in the last 10 years within the same view



Donor Summary Dashboards

- **Visualize** the composition of your donor file over time
- **Drill down** into recency, frequency, and amount segments
- **Compare differences** by acquisition source and year
- **Benefit** from built-in, high-dollar donor outlier handling