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New tool from G2 Data Dynamics for indentifying most valuable donors

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Customer insight specialist G2 Data Dynamics has announced 'Donor Striker', a new tool designed to help charities and voluntary organisations identify their most valuable supporters and potential donors.

Donor Striker uses the company's UK-representative, real-time ViewPoint consumer research panel to gain insight into people's attitudes towards individual charities, as well as elements such as services offered and marketing campaigns.

Using this information, G2dd says that it can supply data on donor potential, how to contact each target and how communications should be tailored to bring about one-off or regular giving.

Alan Thorpe, commercial and operations director, G2 Data Dynamics, said: "Donor Striker helps organisations plan and execute campaigns from start to finish, all the while focusing on monitoring the results."

www.g2dd.co.uk

