Donor Index brings machine learning analytics within reach of smaller charities

Submitted by: MyLife Digital

Thursday, 8 June 2017

• Brings the power of Big Data analytics to smaller charities as a "fundraisers friend".
• Algorithms optimised for charities and fundraising.
• Innovative interactive reporting tool for extracting insights.
• Powerful predictive capability for long-term supporter value.

MyLife Digital has harnessed the power of machine learning and artificial intelligence to help charities improve their understanding of supporters and their behaviours. The cloud-based Donor Index service provides rankings of supporters' expected value. These insights can be applied to improve segmentation accuracy and fundraising performance.

Donor Index has been created using the expertise of charity analytics practice Wood for Trees, part of the MyLife Digital group. With many years of providing consulting services to charities, Wood for Trees has accumulated deep knowledge of charity fundraising and segmentation performance. This expertise combines with MyLife Digital's data science technology to deliver best practice from retail and financial services sectors to charities on a very cost-effective basis.

The Donor Index service has been designed to be largely self-service for clients, with the ability to interrogate the AI models at any time. Once a charity's data set has been uploaded, and an initial model run has been performed, clients can extract insight reports from Donor Index at any time using the interactive reporting tool. A refresh run can be performed at any time to reflect changes in the data if necessary.

Donor Index enables fundraisers and marketers to make better-informed strategy decisions by viewing supporter value through different lenses. These include: who the supporters are; where the most valuable supporters live; and which channel recruits the best supporters. The predictive horizon for the model extends out to five years. Charity staff don't need to be analytical experts to be able to use Donor Index because the model provides an easy to understand score from 1 to 100, and an expected five year value per supporter. The initial model run also comes with an insights narrative report from a Wood for Trees analyst.

The data ingestion capability of Donor Index includes the detection and rejection of personally identifiable information (PII) at the point of ingestion. This means that the machine learning processing does not run the risk of non-compliance with forthcoming GDPR legislation. Similarly, Donor Index uses census grid information and not post codes for data augmentation.

MyLife Digital Group CEO, John Hall, says "The combination of Wood for Trees expertise, MyLife Digital Consentric data science technology and client self-service is a powerful one and positions Donor Index with a disruptive price point in the charity sector. For the first time, smaller charities have cost-effective access to advanced data analytics previously only available to large organisations".

Keith Dewar, MyLife Digital Chief Marketing Officer adds "We put the citizen at the heart of everything

we do, and our Consentric platform is no exception. Donor Index protects supporters' data rights by preventing the use of PII for profiling whilst delivering the predictive power of machine learning. For future inclusion of PII based on each supporter's explicit consent, our Consentric GDPR permissions management service will be integrated with Donor Index to extend the data sets which can be ingested".

To find out more about Donor Index visit Donor Index (https://consentric.io/how-machine-learning-can-help-you-learn-more-about-your-supporters/)

To book a demo, email Emma Corbett on ecorbett@consentric.io

Or visit Consentric (https://www.consentric.io)

Notes to Editors

About MyLife Digital

The MyLife Digital Group operates in the Personal Information Management Services (PIMS) sector, one of the fastest growing and most dynamic sectors in the UK (and global) economy. Existing MyLife Digital Group companies, Wood for Trees and Insight Analysis already have an established, and growing, base of analytics services clients and considerable data science and sector expertise. Our cloud-based Consentric citizen platform supports innovative services in the areas of GDPR permissions management, machine learning & AI, and data capture tools.

For interviews or further information: Debbie Betteridge, Communications & Engagement Manager -dbetteridge@mylifedigital.co.uk 01225 636 280(322)or 07771564998
Veronica Hannon, PR -rhannon@mylifedigital.co.uk

MyLife Digital (https://www.mylifedigital.co.uk)
Wood for Trees (http://www.woodfortrees.net)