

Database Development

Accurate data drives better engagement and revenue.

You're collecting members, visitors, volunteers, and donors contact information every day, but are you certain it's accurate?

Member data is the backbone of your organization

and when maintained and managed well, you can use it to deliver meaningful content and maximize their membership experience. NuGrowth's Database Development service provides a seamless way to develop and maintain a clean, effective CRM or AMS, that will improve membership acquisition and retention.

Our Process:



DATA AUDIT

Having a database with obsolete, incomplete, or inaccurate data will inherently hinder your efforts to effectively communicate and engage members and donors. Our team of AMS and CRM experts perform an analysis on the current state of your data for accuracy and completeness.

LIST CLEANSE

The most important thing to remember about data is that it's not about quantity, but quality. Using established partners in the industry and data hygiene tools, we get rid of duplicates, outdated contact information, and scope for new members.

QUARTERLY ENHANCEMENTS

Data decays at an average rate of 2% per month, which means you can expect 25-30% of your organization's data to go bad each year. Our team preserves the health of your database and prevents data decay with Quarterly enhancements. We provide an irreplaceable value to your organization's marketing and fundraising efforts.

DATA DECAYS RAPIDLY

According to Zoominfo, each year...

35% of individuals who move fail to update address info

43% get a new phone number

66% of people change title or job function

37% of email addresses change

Interested in learning more? Contact us at **800.966.3051**.