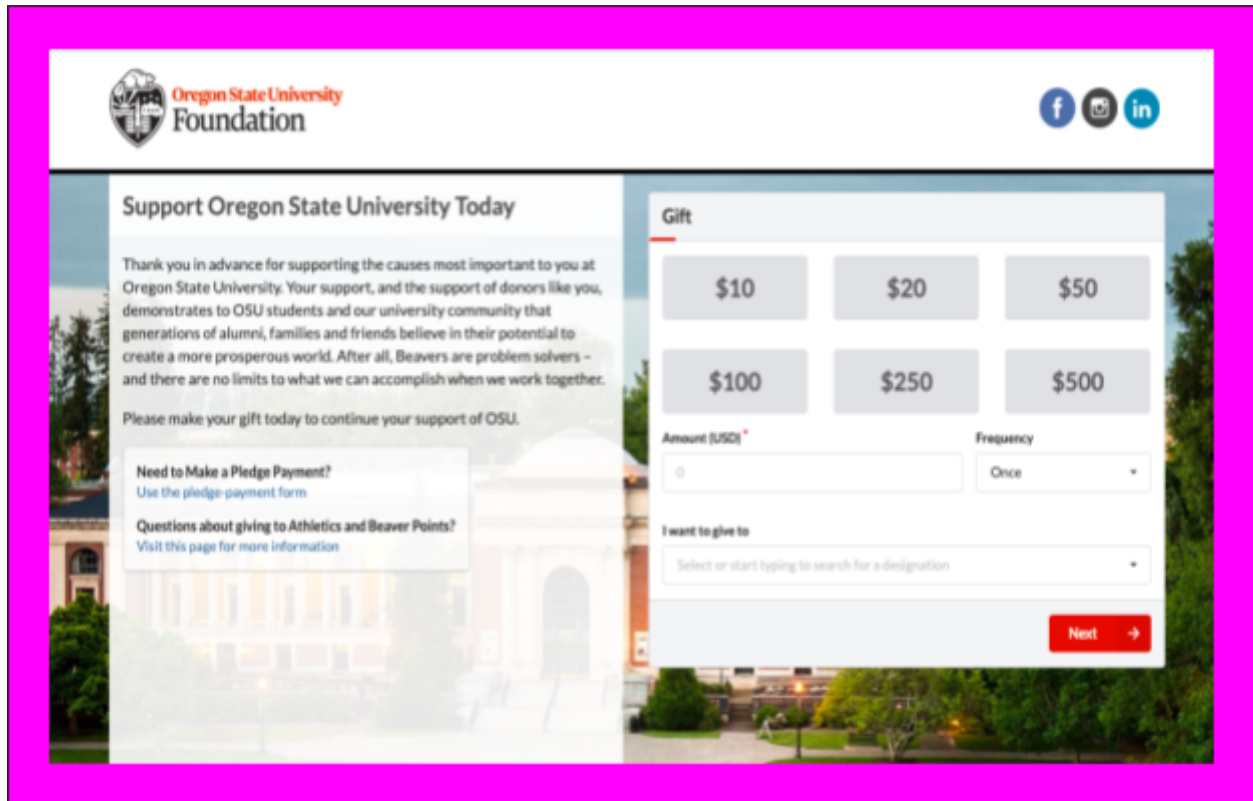


This is Not a Gift form. This is Real-Time Data Analytics.



Background: Gift forms have been static for decades. While they serve a transactional purpose, they don't work to meet the strategic impact goals of the organization, nor do they react to feedback from donors. It is well known in marketing that the sign up and activation process of customers requires optimized landing pages.

How to use a gift page to optimize conversion.

Fundmetric uses a framework to build your forms, that means that you can customize the donor experience and we use data to help you know where to make changes. Plus, we make it easy.

Increase upgrade conversion by 33% using Fundmetric ask amounts



6 core metrics that Fundmetric visualizes for our clients:

- Who abandons the gift page
- How long they spend on the page
- How long they spend on different sections
- Under-utilized pages
- The most popular ask amounts
- Number of donations

Other gift forms make you fit their mould. **But there's a better way to ask.**

Fundmetric forms use real-time data capture and conditional logic to get you the real-time analytics you need, and create an immersive experience for your donors.

Optimize your gift form and increase conversion by seeing where people abandon cart, how much time they spend on your page and what the best pre-set ask amounts are.

Donor Experience

- Mobile and desktop friendly
- Designed for ease of use
- We ask the donor for small pieces of information in a step by step format without overwhelming donors with endless disorganized fields

Gift Processing

- Data is labeled and stored automatically making significantly less administrative work
- Custom reporting for more efficient workflows
- Option for Automated receipting

Leadership

- Some of the lowest rates in the industry and next business day deposits
- Automated data generation to build an optimal AI dataset
- Customize fields, format and order to capture the best information
- Completely brandable for multiple brands
- Designed for highest conversion