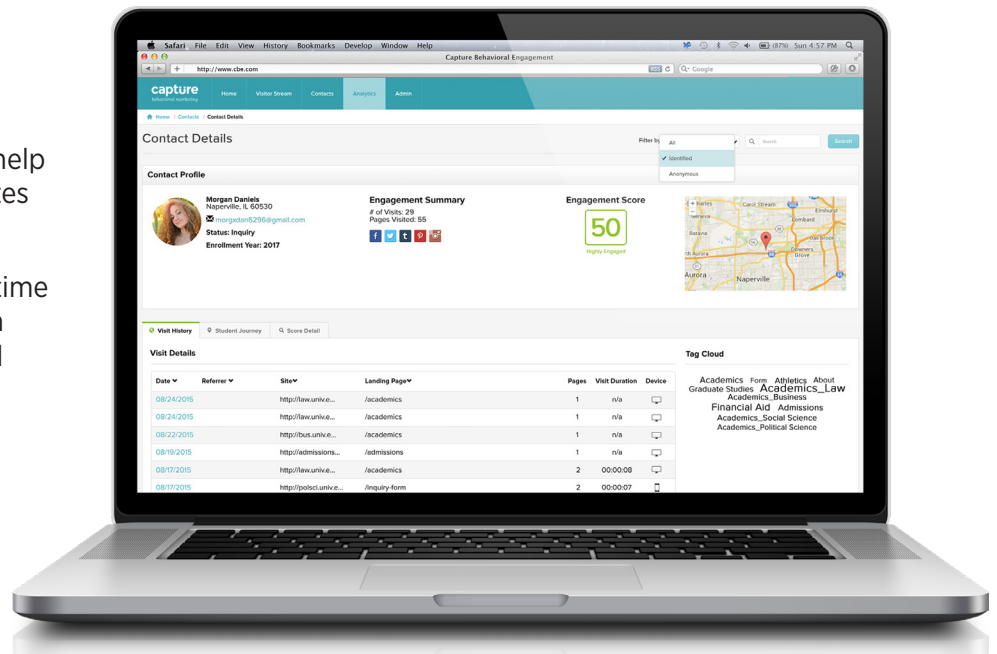


# Capture Behavioral Engagement

How much more productive would fundraising be with real-time alumni behavioral data? CBE helps identify and track both anonymous and known visitors to your website, delivering timely communication based on each visitor's interactions. CBE also aggregates visit histories into unique affinity scores that measure the effectiveness of your message as well as prioritizes donor interests and readiness to give. Imagine...putting fundraisers in front of the right major and planned gift prospects at the right time with the right initiative!

## Product Features

- Identify New Donors
  - » CBE provides gift officers daily reports on high capacity alumni activity
  - » CBE can identify lost alumni to help increase alumni participation rates
- Individualism at Scale
  - » Communicate 1:1 based on real-time interests and behaviors using on screen and triggered automated marketing tools
- Save Time & Money
  - » CBE ranks high-capacity prospect affinity to focus gift officer discovery, cultivation and stewardship



## Benefits

### Real-time case for support

- Custom 1:1 messaging without additional resources
- Deliver the most relevant information when the alumnus is most engaged

### Plug & play

- Built specifically for higher ed, so it's much more user-friendly than general-purpose marketing tools

### Data exchange

- Regular data exchange ensures we have the most up-to-date status on prospects

### Fully managed service

- Dedicated CBE Account Manager
- Creative design and content creation based on your campaign goals