Pittsburgh Arts Community Database
Big-Business Marketing Tool for Arts and Culture
35 million culture-going households
Your Patron Data
+
Patron Data from Other Orgs
+
Appended Data

Powerful Possibilities
Community Database Structure

Currently 47 organizations participate
350,000 unique households (526,000 HHs in Allegheny Cty)
Average of over 50% crossover with other organizations in the Database
Data Enhancement

TRG Adds

Appended Data

Behaviors: Ticket Buying Donations

Your People

You put in
Appended Data:
Demographics and Psychographics

200+ variables…
Income
Education
Age
Gender
Ethnicity
Marital Status
Presence of Children
Child Age & Gender

Life Stages
Life Styles
Interests
Spending Habits
Occupation
Net Worth
Politics
Religion
Vehicle
Run Reports and Target Your Campaigns

By 200+ appended data variables

By buying habits (crossover, multi-buying filters) What else do my patrons buy? How much do patrons buy?

By geographic penetration/opportunity
   In what zip codes am I heavily penetrated?
   In what zip codes is there heavy arts consumption, but where I have low penetration (market potential)?

(Downloading lists filtered with appended data requires an additional fee per 1,000 names, minimum $25. Reports always free.)
Program Overview

• Ability to upload unlimited, “fresh” data anytime (NEW)
• NCOA address updates every quarter
• Appended data refreshed weekly (NEW)
• Unlimited list building
• Merge/purge/dedup, etc.
• Over 20 Reports
• Two hours of live Help Desk
• Online tutorials
Program Overview

Secure “permission-based” list exchange
- Access to community-wide trade pool
- You decide which lists are visible
- Exchanges are for one-time use only
- You approve on a list-by-list basis (unless you choose to set a list for auto approval)
<table>
<thead>
<tr>
<th>Budget Size</th>
<th>Member Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>$&lt;$50,000</td>
<td>$50</td>
</tr>
<tr>
<td>$50,001 – 100,000</td>
<td>$100</td>
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<tr>
<td>$100,001 – 250,000</td>
<td>$200</td>
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<tr>
<td>$250,001 – 500,000</td>
<td>$350</td>
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<tr>
<td>$500,001 – 750,000</td>
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<td>$750</td>
</tr>
<tr>
<td>$&gt;$1M</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Non-Member Fee: $1,800
Savings

How much do you spend annually for...

Extra print pieces and postage because you’re not targeting?

Your mail house to run your data through NCOA?

Your staff to pull and prepare trade lists for peers?

Mail pieces that bounce back?

Rental lists for acquisition campaigns?
Community Database

Value

Audience Development

Efficiency & Cost Savings

Audience Insights

Target, Acquire, Retain & Reactivate Customers

Community Database Value

Merge/Purge, Data Hygiene, List Acquisition

Community & Organization Research
Questions?