

Hatch Help Center

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Understanding Bulk Enrichment and AI Scoring Process



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Updated in the last 15 minutes

Understanding Bulk Enrichment and AI Scoring Process

Quick Summary

After uploading your data, it goes through two main processes:

1. Bulk Enrichment (several hours)
2. AI Scoring (30-60 minutes)

Understanding Bulk Enrichment and AI Scoring Process

Step 1: The Enrichment Process

Step 2: Optional Donation History

Step 3: AI Scoring

Viewing Your Results

Common Questions

Step 1: The Enrichment Process

What's happening during enrichment?

Your data is being processed through our enrichment pipeline to add detailed information to each profile.

The enrichment process follows these steps:

1. **Upload Review:** Your file is checked and approved
2. **Queue Placement:** Your data enters our enrichment queue
3. **Processing:** Each profile is enriched with additional data
4. **Completion:** You'll receive a notification when enrichment is done

Pro Tip: You can check your enrichment status anytime by visiting your upload page.

Step 2: Optional Donation History

Important Decision Point

While donation history upload is optional, we strongly recommend doing it now. Adding donations later is possible, but AI Scoring may not automatically rerun.

To add donation history:

1. Navigate to your Uploads page
2. Select "Donations Import"
3. Follow the provided instructions

Need detailed guidance? Check our comprehensive [Donation History Import Guide](#).

Step 3: AI Scoring

What makes our scoring unique?

Our AI analyzes each profile against your organization's specific mission and historical data to generate accurate affinity scores.

The AI Scoring process includes:

1. **Mission Analysis:** Uses your organization's mission statement

2. **Data Integration:** Incorporates donation history (if provided)
3. **Score Generation:** Creates Donations and Profile Affinity Scores
4. **Profile Updates:** Adds scores to each profile

Viewing Your Results

Two Ways to View Scores

1. **Individual Profiles:** View detailed scoring for each person
2. **All Profiles View:** See scores across your entire database

Common Questions

Q: How long does the entire process take?

A: Typically several hours for enrichment plus about an hour for scoring.

Q: Can I add donation history later?

A: Yes, but we recommend adding it during initial setup for optimal results.

Q: How can I check the status?

A: Visit your upload page to see real-time status of your enrichment process.

Related Articles

Navigating the Complete Human Profile >

Bulk Enrichment FAQ >

Understanding Your Enrichment Results >

AI Scoring & Insights >

Donation History Import Guide >

Did this answer your question?



Hatch Help Center

Discovering what makes your donors tick, click, & give