

Target Groups & Select Criteria

Target Groups:

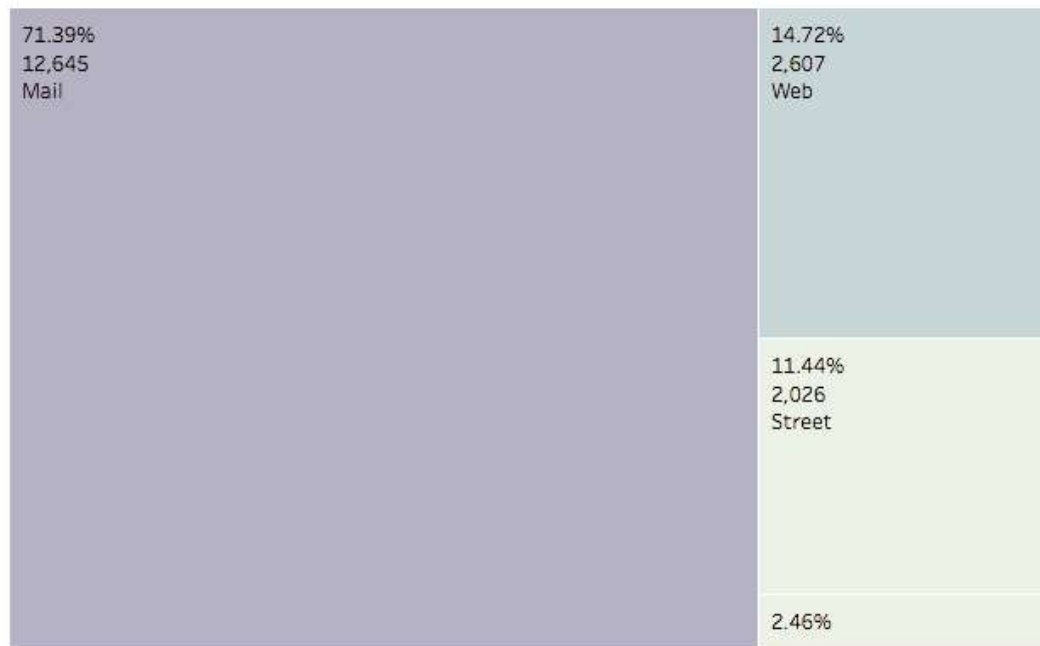
- Donors are NOT in the segments of “Cold” & “Lost”
- Donors contribution > €5.00

Select Criteria:

- C: Channel selection:
 - Among past channel_id, pick the most likely channel that a specific donor will take
 - $\text{Count}(\text{Channel}_i) / \text{SUM}(\text{total numbers of donations})$
- \$: Expected amount selection:
 - Average donation amount from the highest likely selected channel

Next Solicitation

Marketing Campaign Budget Allocation Recommendation



- **Mail: 71.39%**
 - **Web: 14.72%**
 - **Street: 11.44%**
 - **Phone: 2.46%**
-
- **Percentage:**
 - **Numbers of records from individual channel / Total numbers of records**

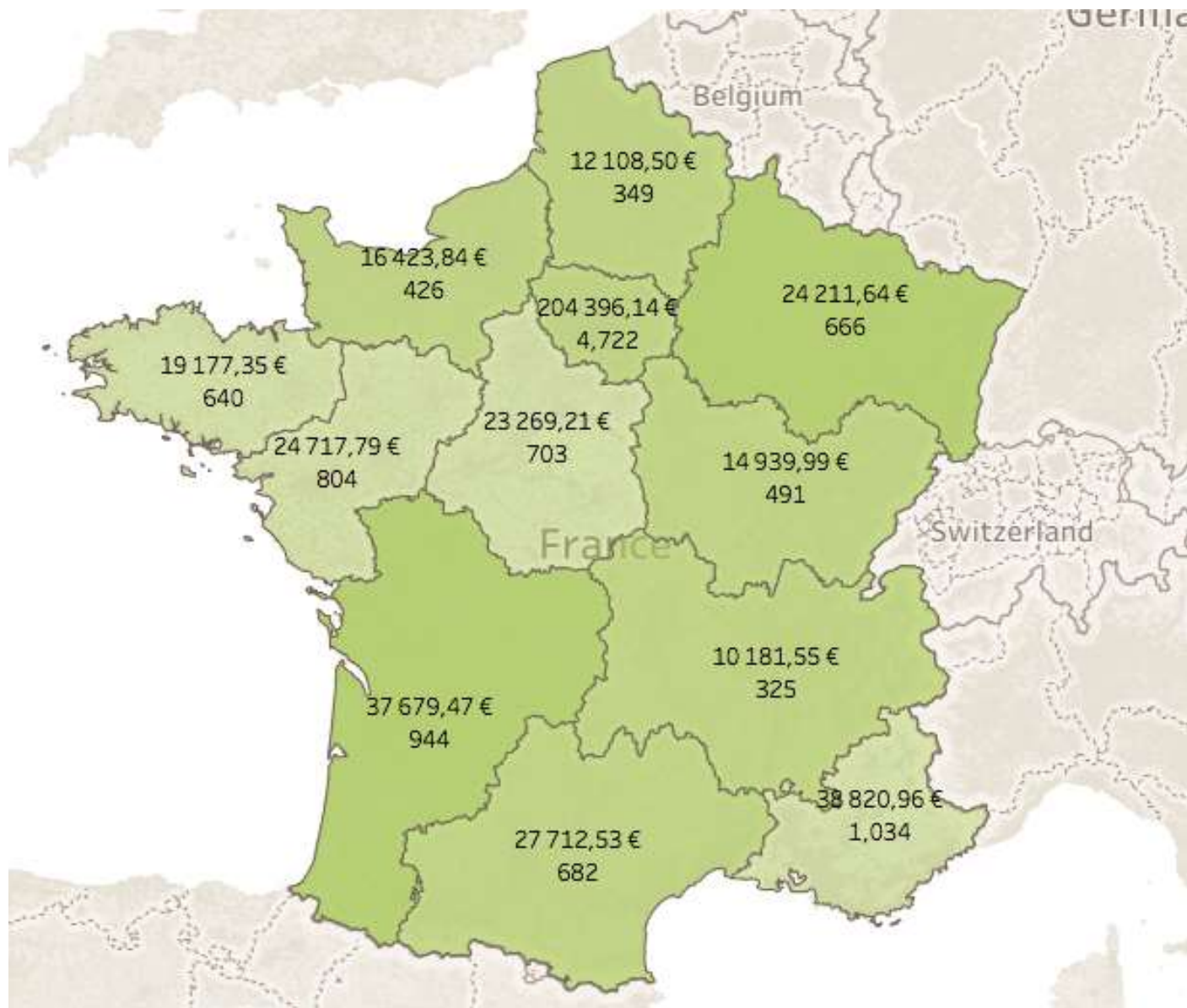
Total Targeted Solicitation

Estimated revenue (in euros)

Estimated numbers of solicitation

Key TOP 3 departments:

- Ile de France: 204k (4722 targets)
- Provence: 39k (1034 targets)
- Aquitaine: 38k (944 targets)



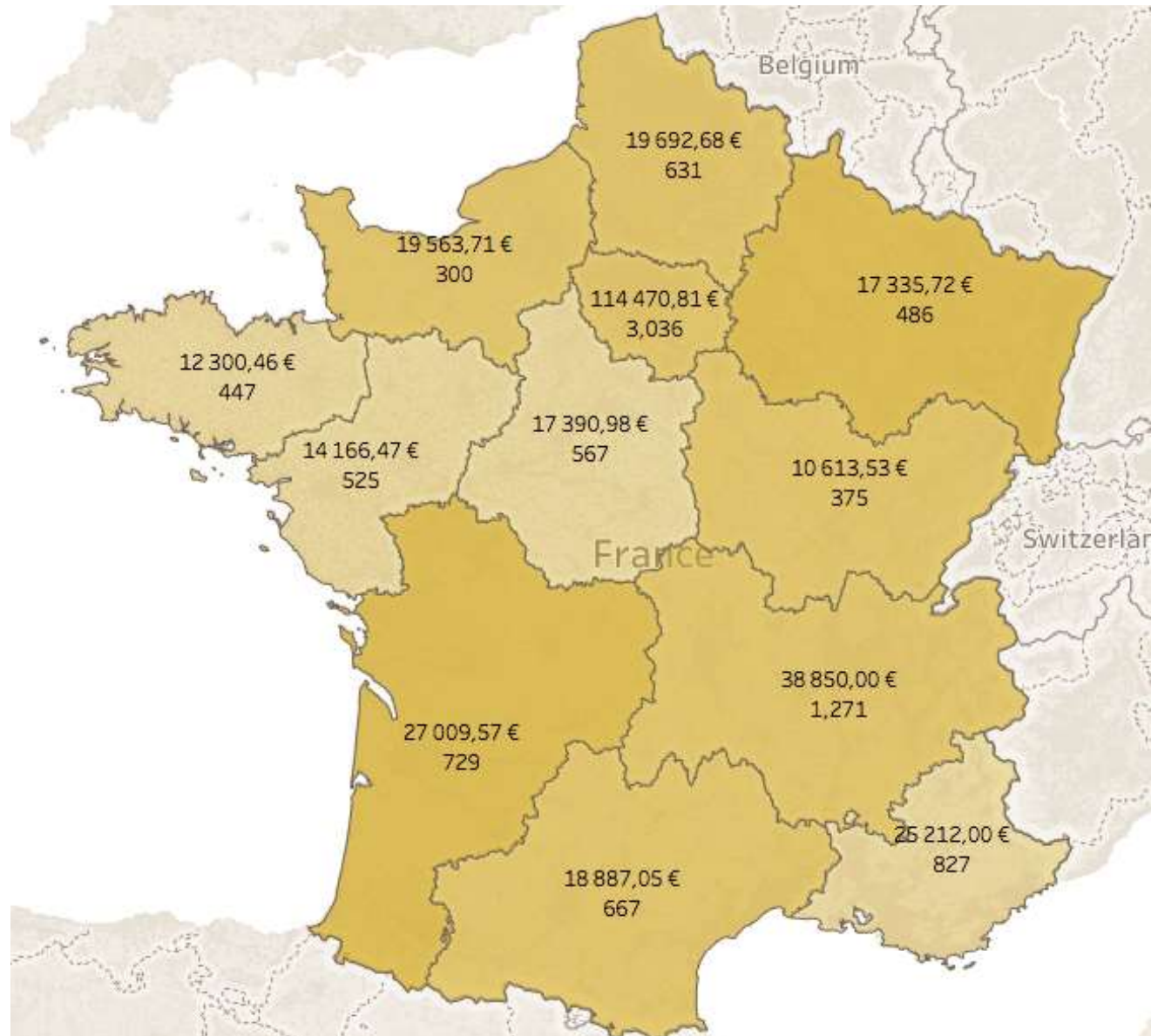
Solicitation by MAIL

Estimated revenue (in euros)

Estimated numbers of solicitation

Key TOP 3 departments:

- Ile de France: 114k (3036 targets)
- Auvergne: 39k (1271 targets)
- Aquitaine: 27k (729 targets)



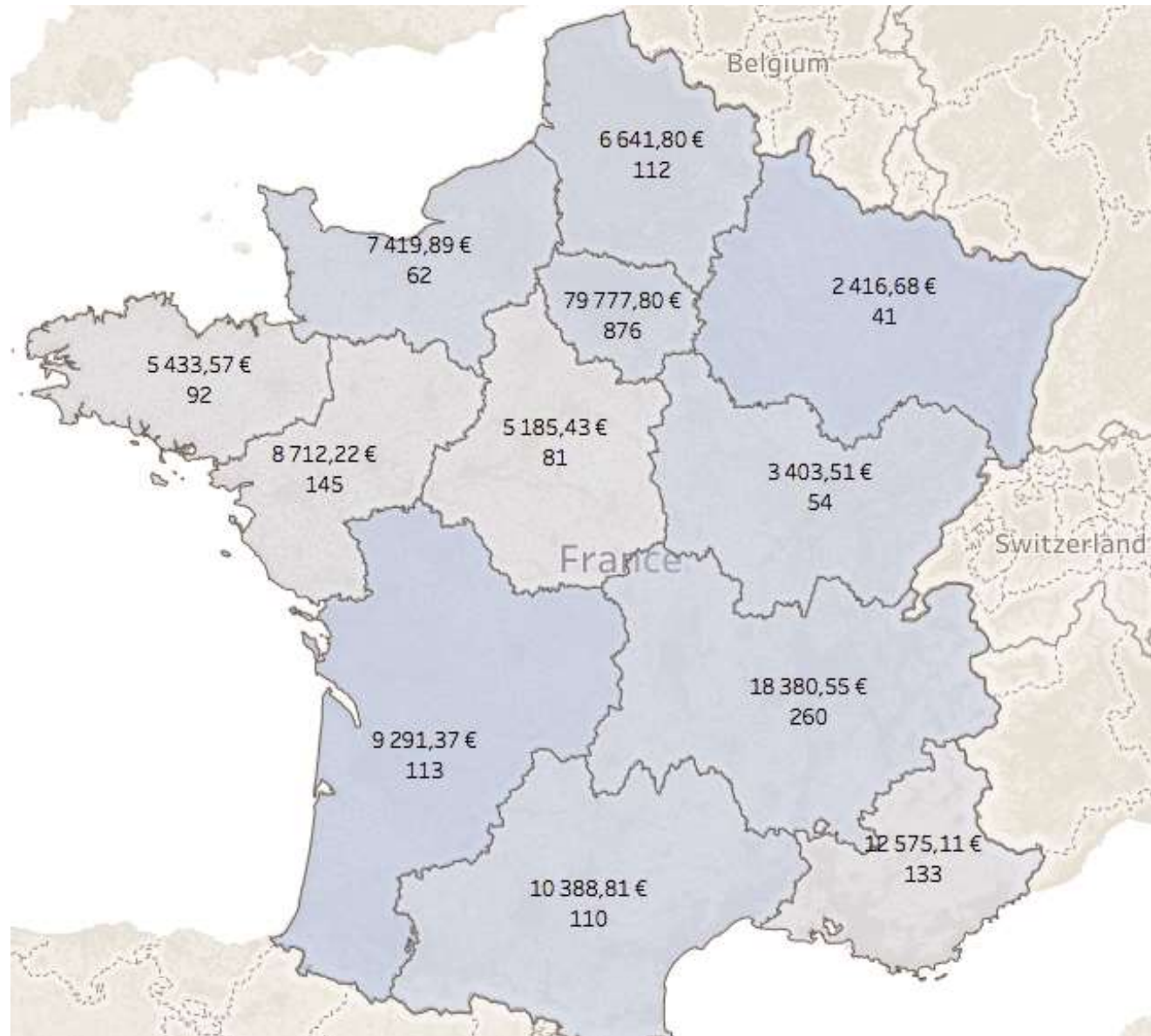
Solicitation by WEB

Estimated revenue (in euros)

Estimated numbers of solicitation

Key TOP 3 departments:

- Ile de France: 80k (876 targets)
- Auvergne: 18k (260 targets)
- Provence: 13k (729 targets)



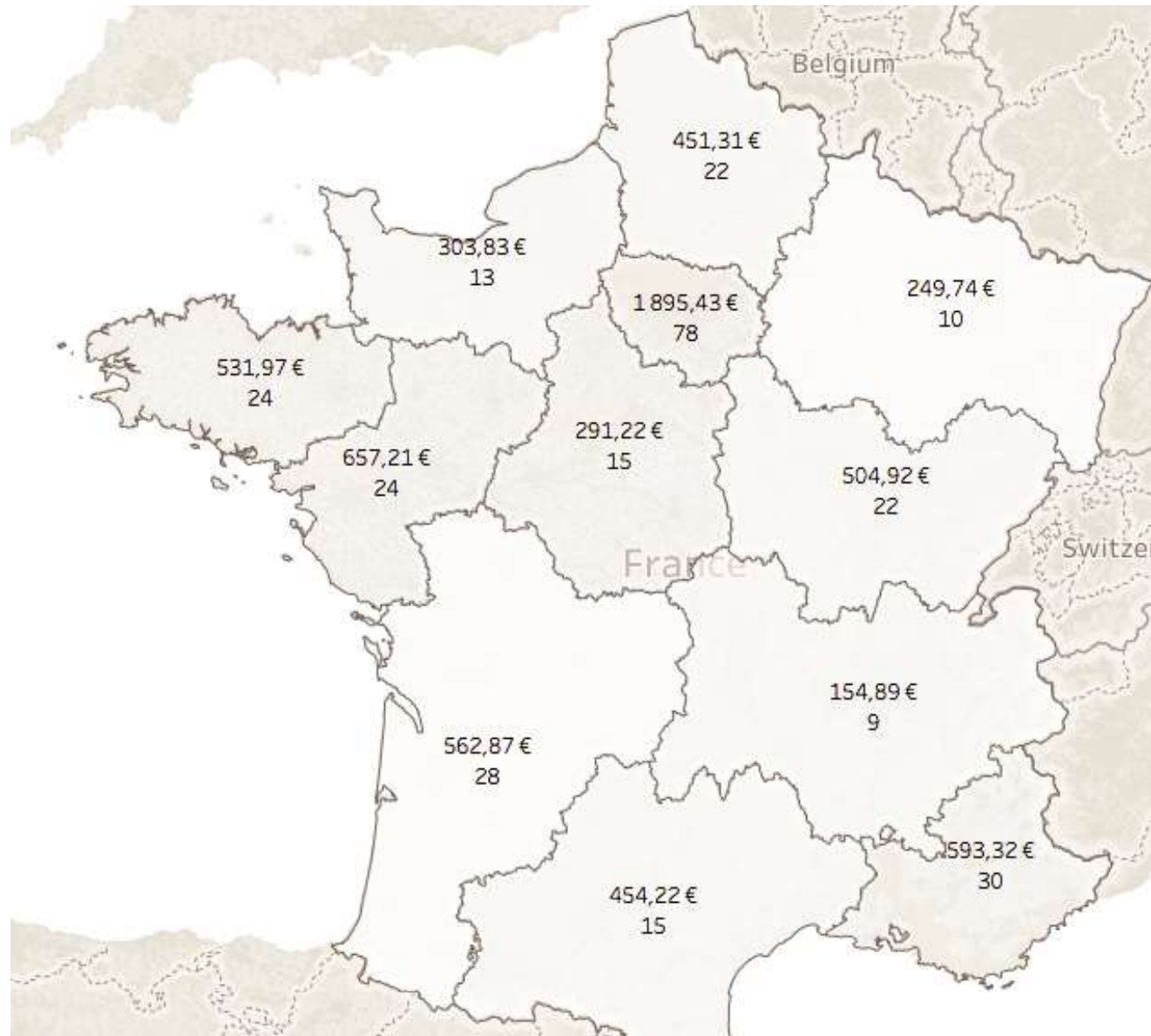
Solicitation by TELEPHONE

Estimated revenue (in euros)

Estimated numbers of solicitation

Key TOP 3 departments:

- Ile de France: €1895 (78 targets)
- Pay de la loire: €657(24 targets)
- Provence: €593 (30 targets)



Solicitation by Street

Estimated revenue (in euros)

Estimated numbers of solicitation

Key TOP 3 departments:

- Ile de France: €8k (732 targets)
- Auvergne: €2k (207 targets)
- Pay de la loire: €1k (110 targets)

