ALUMNI | UNITE
BUILDING STRONGER COMMUNITIES

Case Study
Alumni Location & Data Cleanse

Solutions
Verified Alumni Location
Database Cleanse

Solution Impact
Our Verified Alumni Location & Database Cleanse
solutions help colleges and universities with alumni engagement, allowing institutions to unite with lost graduates, increasing alum engagement and donations.

Client Discussion
Our client is a university with an enrollment of approximately 10,000 undergraduates. The university has 50,000 lost alumni with whom they do not have valid contact information for outreach efforts.

Client Need
The university needs to stay engaged with as many of their alumni as possible. The university has valid phone numbers, email addresses, or mailing address for about 70% of their alumni.

The biggest obstacle to overcome for the university was obtaining accurate contact information and utilizing it for maximum efficacy. Even using data vendors and traditional append services, the accuracy fell into the 60-70% range, and the university had to sort through several bad phone numbers and addresses.

Our Solution
Alumni Unite uses our proprietary algorithms and AI to locate the most likely contact information for each alum, and determines how each alum would prefer to be contacted. We then combine the results with a human touch, our team of researchers who comb the information to verify its accuracy. Our results are sent through a rigorous quality analysis process, with our dedicated staff ensuring its accuracy a second time before any results are returned. Finally, when applicable, our data cleanse solution utilizes our AI system to analyze and clean the dataset.

The Test
For this study, the university agreed to test our solution by searching for 1,000 of their lost alumni. They were interested in any information that we were able to supply for their outreach programs, with a particular focus on phone numbers and accurate e-mail addresses.

To begin our process, we received a file from the university containing names and identification information for their lost alumni. We then ran this file through our machine learning processes, compiling likely phone numbers, mailing addresses, and metadata. Our researchers then verified this information for accuracy. This information was sent to the university, providing phone numbers, mailing addresses, e-mail addresses, and more. Additionally, a subset of "cleanse" information was provided.

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Results
Alumni Location & Data Cleanse

	Client's return %	Client's return figures
Verified Location	42% of total lost alumni	420 total alumni
Data Cleanse	94% of alumni	940 total records updated
Return on Investment	1299.7% ROI on cost	$85,680 projection

First, we provided fully verified contact information for 420 of the university's lost alumni. Each alum record contained either an accurate phone number or e-mail address, as well as information describing each alum's contact preferences. This information was verified, and so ranges from 95-99% in accuracy.

Second, we provided standard contact information for 450 of the remaining alumni. Each alum record was updated with either an accurate phone number or e-mail address. This information was unverified, and so ranges from 40-85% in accuracy.

Finally, we provided cleanse information on 940 of their lost alumni. These are invalid phone numbers, mailing addresses, and emails that can be removed from the client's database.

Based on their 12% giving rate and median 5-year donation total of $1,700, our client projected $85,680 to be gifted from the found alumni over the next 5 years.

Considering the cost and projected donations to the university, this brings their total ROI to 1299.7%, in addition to the time and cost savings from the data cleanse.

Information

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