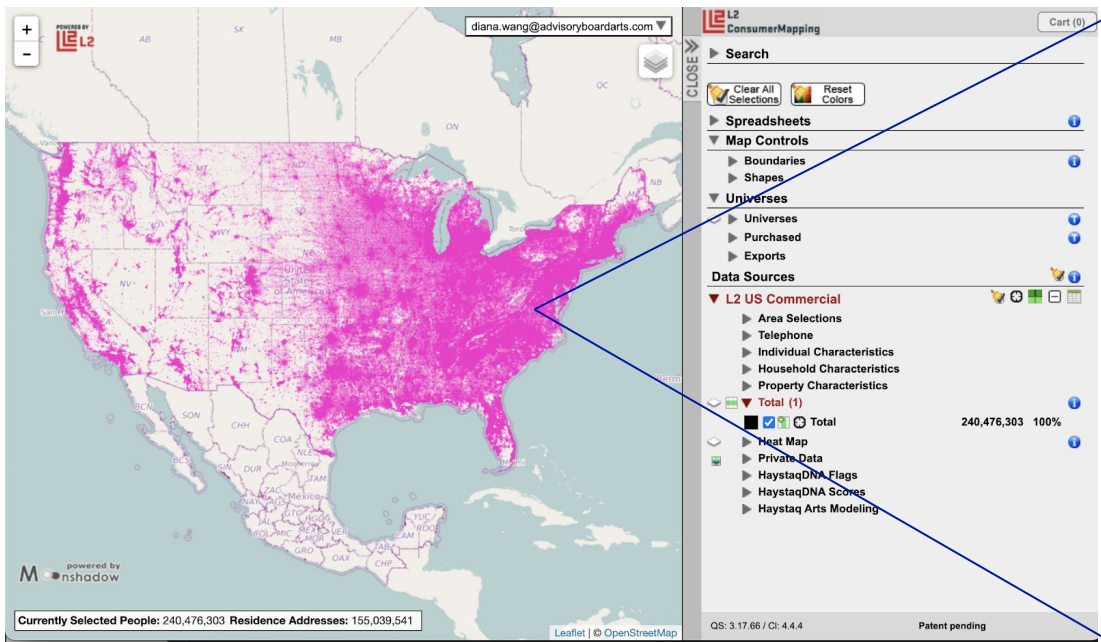


A New Tool for Expanding Your Audience and Donor Bases

ABA's new predictive-modeling software tool allows arts organizations to target existing and new audiences & donors much more efficiently. The tool allows users to search for desired individual characteristics—anything from age to ethnicity to affinity for a particular art genre—and download a list of specific individuals possessing those characteristics, along with their contact information to import back into your internal database. The tool also allows arts organizations to assess the demographics of their existing audiences and donors in a matter of minutes.

Arts360 Visualization and Data Filtering Capabilities

Visualization of Full Consumer Database (>240M Americans)



Sample Filters

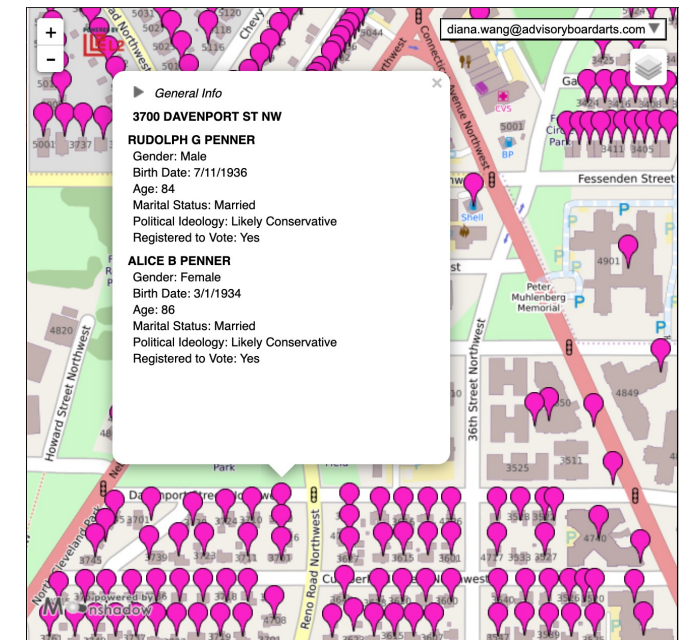
Age Range	Count	Percentage
18 To 24	215	00.735%
25 To 29	599	02.047%
30 To 34	1,015	03.468%
35 To 39	1,556	05.318%
40 To 44	2,132	07.287%
45 To 49	3,086	10.548%
50 To 54	3,627	12.397%
55 To 59	3,264	11.156%
60 To 64	2,801	09.573%
65 To 69	2,443	08.350%
70 To 74	2,393	08.179%
75 To 79	1,610	05.503%
80 To 89	1,263	04.317%
90 And Over	367	01.254%
Unknown	2,887	09.867%

Ethnic Group	Count	Percentage
All African America...	2,584	08.832%
Central And South...	70	00.239%
Eastern European	1,170	03.999%
Far Eastern	935	03.196%
Hispanic	1,360	04.648%
Jewish	1,787	06.108%
Mediterranean	1,405	04.802%
Middle Eastern	429	01.466%
Native American	19	00.065%
Other	3	00.010%
Polynesian	59	00.202%
Scandinavian	637	02.177%
Southeast Asian	312	01.066%
Unknown	2,215	07.571%
Western European	16,273	55.619%

Haystaq Arts Modeling

- Performing Arts Lover Flag
- Performing Arts Lover Score
- Performing Arts Lover Score
- Dance Lover Flag
- Dance Lover Score
- Dance Lover Score
- Donor 10k Plus Flag
- Donor 10k Plus Score

Individuals with Desired Characteristics



An Unprecedented Level of Consumer Data


The Arts360 tool combines rich consumer data and powerful predictive analytics about individuals both in and out of users' patron databases. Consumer data come from an enormous demographic and purchase database provided by the data firm L2. Predictive analytics are provided by HaystaqDNA using L2's consumer data and ABA's arts audience and donor database.

Consumer Information

The Arts 360 Tool taps into a massive external database on 240+ million consumers. Users can access this information for current and prospective audiences

Sample Characteristics in the Consumer Database

- Age
- Gender
- Ethnicity and language
- Address/phone/email
- Education
- Children in home
- Occupation
- Political leaning
- Household finances
- Interests/hobbies
- Buying habits

Data Partner: 

Predictive Modeling

Using machine learning, the Arts360 tool can predict the likelihood that an individual in the population will have interest in or be likely to support the arts. ABA has created and validated the predictive algorithm using our large database of arts ticket-buyers and donors.

For 240 million Americans, the tool can provide a numerical probability of whether they have the following interests:

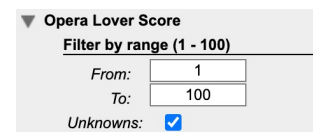
ARTS INTEREST

- Performing arts (general)
- Opera lover
- Theatre lover
- Symphony lover

ARTS SUPPORT

- Repeat buyer (likely to buy 10 or more tickets)
- Likely to donate
- Likely to donate \$2,500+
- Likely to donate \$10,000+

To manage prospect-list size, users can customize searches to identify targets with varying degrees of likelihood.



▼ Opera Lover Score
Filter by range (1 - 100)

From:

To:

Unknowns:

Data Partner: 

Illustrative Use Cases

- ### 1 New Ticket Buyers

Locate non-ticket-buyers in a specific area with high likelihood of interest in a particular arts genre and high likelihood of ticket purchase.
- ### 2 Non-Traditional Targets

Identify individuals with arts interest and demographic characteristics that align with organizational strategy.
- ### 3 Demography of Current Audience Base

Assess the demographic characteristics of the existing audience base with only minutes of effort.
- ### 4 Children's Outreach Locations

Target areas with households that have high concentrations of arts lovers and children living at home.

Setting You Up for Success

For organizations who sign up to use the Arts360 tool, ABA will work closely with your staff to set up accounts, upload and match your audience lists to the tool's extensive consumer database so your patrons are in the system, as well as provide training and ongoing service of purchasing and exporting lists of targeted individuals.

Demonstration



Before engaging with the tool, ABA will provide a full demonstration of the tool's capabilities.

Here we can answer questions about specific use cases, adding records to your CRM, self-service capabilities and those managed by the ABA team.

Setup and Support

Audience Matching



Tool participation begins with receipt of your organization's audience list.

We will provide an excel template with fields required for a successful match of your audience members, which includes at a minimum unique ID, name and address.

Matching the list enables searches to include/exclude those already in your CRM.

Training & Ongoing Service



Once audience list has been matched and uploaded to the tool, ABA will:

1. Conduct an initial training with your organization's users and provide resources for self-service use of the tool
2. Hold regular check-ins with your staff to plan your use cases, support download lists for targeted campaigns, and provide updates on your account status
3. Be available for ad-hoc list pulls on-demand

Questions at any time? Email arts360@advisoryarts.com.

Arts 360 Member Pricing

Setup Fee: \$3000

Includes:

- Access to the tool for 1 year (unlimited accounts for your organization)
- Match of your audience list (up to 3 million names) to L2's database
- Ongoing support from ABA team for list pulls and technical help
- \$500 credit towards list exports

Ongoing*: \$0.10 / individual exported

Includes:

Up to 450 fields of consumer and predictive data for every individual, including contact info, demographics, and predictive attendance/donation scores

*Additional services include validated emails, text-to-donate, and custom flags for unique segments.