

Segment-O-Matic

SIMPLIFY AND AUTOMATE RFM SEGMENTATION IN THE RAISER'S EDGE®

- ➔ **Segment donors in seconds** to see a visual breakdown of your donor activity
- ➔ A selection query and suppression query ensure that only desired constituents are included
- ➔ Select individual segments by clicking on them, or blocks of segments with a click and drag
- ➔ Enter per-unit costs and Segment-O-Matic will **keep a running tally of your expenses**
- ➔ “Drill down” into any segment by right-clicking to see a list, then drill down to individual records from the list
- ➔ **Create static queries** of selected segments
- ➔ Output segmentation grids (with an additional “totals” grid) to HTML or open them in Excel
- ➔ **Assign a constituent appeal and package** to all constituents in the selected segments
- ➔ **Assign packages randomly** at specified ratios for market testing
- ➔ Optionally update number solicited for appeal and packages and **update package expenses**

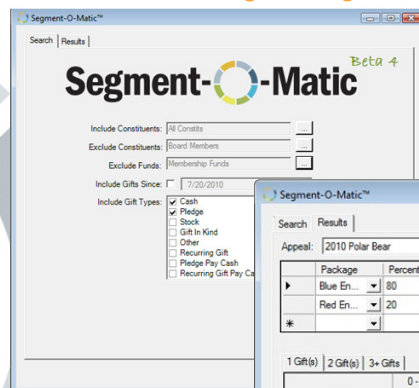


“ For years, SOS struggled with segmenting our database. Reporting and source-coding required expensive services from outside vendors. Now, we plan to save time and money by segmenting in-house in minutes with Segment-O-Matic. Next year we predict we will save over \$2,000 in mailing costs alone! ”

– Tony Lee, SOS Children’s Villages – USA



Select constituents and gifts to segment



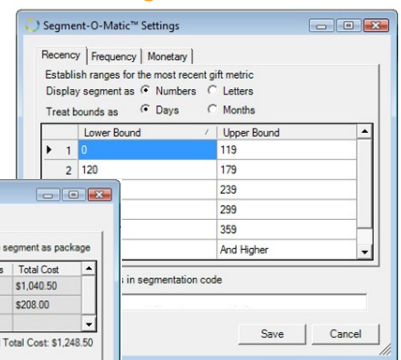
View and select segments for processing

A screenshot of the Segment-O-Matic results table. The table has columns for Package, Percent, Source, Comments, Cost, Constituents, and Total Cost. Below the table, there is a summary table showing the number of constituents in different RFM segments.

Package	Percent	Source	Comments	Cost	Constituents	Total Cost
Blue En...	80			50	2081	\$1,040.50
Red En...	20			40	520	\$208.00
Estimated Total Cost: \$1,248.50						

	0 - 119	120 - 179	180 - 239	240 - 299	300 - 359	360+ Days
\$0 - \$4.99	1	35	29	33	37	71
\$5 - \$24.99	11	178	159	153	181	307
\$25 - \$49.99	22	215	217	227	220	355
\$50 - \$99.99	22	188	203	215	215	358
\$100 - \$149.99	5	57	59	58	61	107
\$150 - \$199.99	10	68	68	65	78	96
\$200 - \$299.99	10	125	125	113	120	208
\$300 - \$499.99	35	227	262	251	221	433
\$500 - \$999.99	5	62	87	68	76	129
\$1000+	35	367	382	385	371	700

Establish ranges for RFM values



For more information or to schedule a demo, please contact us
www.OmaticSoftware.com | (888) OMATIC-ME | info@OmaticSoftware.com

