

DONORTRENDS

TRUEAIM™ ANALYTICS

ABOUT YOUR RESULTS...NOT OUR FORMULAS



DonorTrends has introduced an innovative and adaptive analytic platform that enables you to solve real-time problems with real-time actionable intelligence. TrueAim Analytics™ starts with your question—what are you trying to answer/improve? With that information, an automated process begins. During this process, DonorTrends matches input data to multiple external and proprietary data sources, leading to a result designed to:

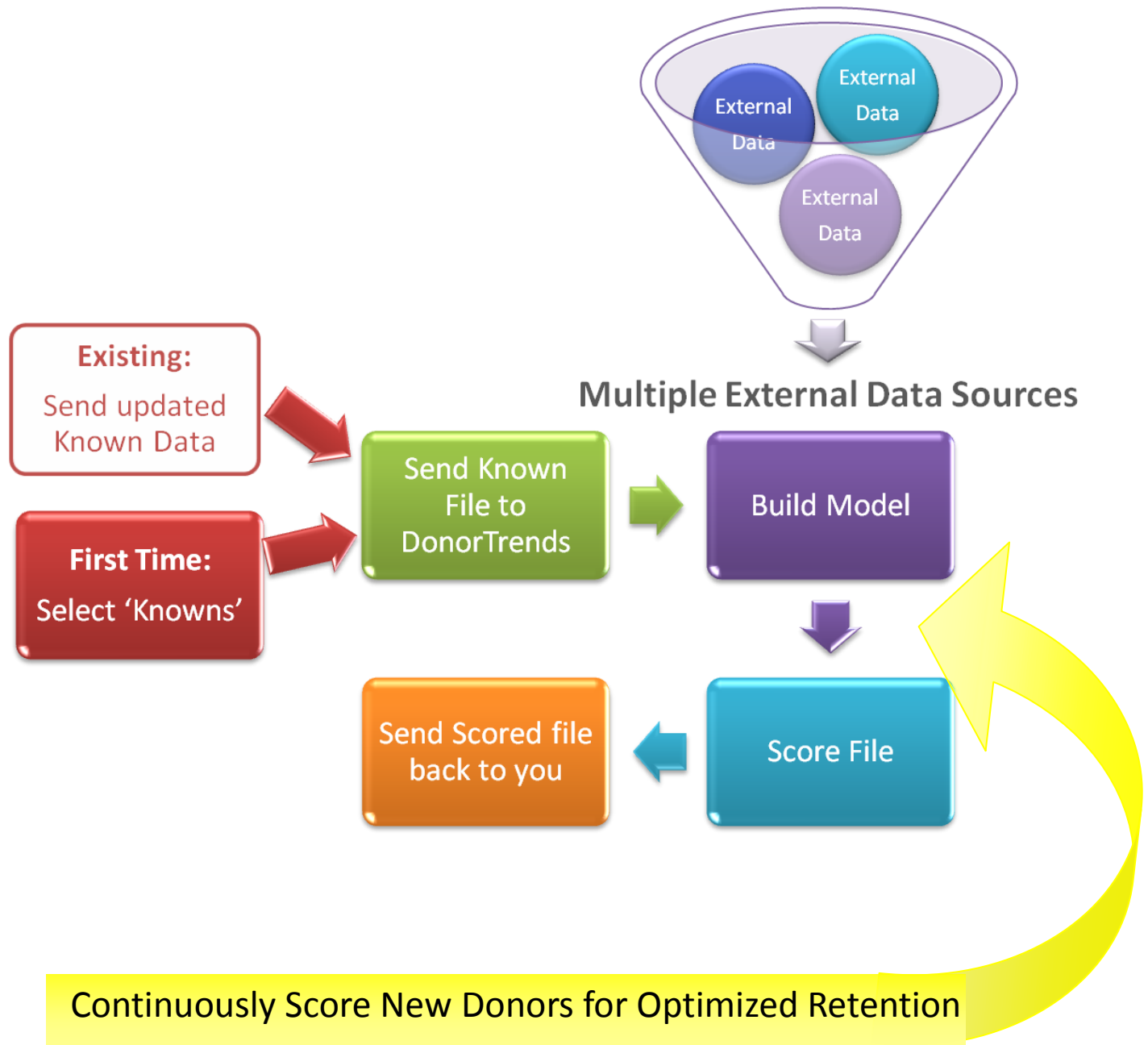
- Provide real-time analytics that continually adapt—improving the quality and predictability of your models.
- Improved performance
- Increase in net efficiencies by reducing costs
- Optimizes relationships
- Make the right offer, with the right type of engagement, to the right donor



DONORTRENDS

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TRUEAIM™ ANALYTICS MAILS PROCESS



TRUEAIM ANALYTICS™

MAAILS

MARKETING AUTOMATION ACTIVE INFERENCE AND LEARNING SYSTEM

TrueAim Analytics™ is built upon a proprietary MAAILS platform that enables full universe data mining and predictive capabilities. The more data put into the system, the more effective it will be. MAAILS averages just over 1,200 problem domains per input, meaning there are more perspectives and more candidate solutions created. The MAAILS platform relies heavily on three core technologies:

Inference Engine (IE)

- An interpreter. The interpreter executes the chosen agenda items by applying the corresponding base rules.
- A scheduler. The scheduler maintains control over the agenda by estimating the effects of applying inference rules in light of item priorities or other criteria on the agenda.
- A consistency enforcer. The consistency enforcer attempts to maintain a consistent representation of the emerging solution

Genetic Algorithm (GA)

- Algorithms that monitor the most/least fit adaptations to the problem domain and automatically selects/terminates them

Machine Learning (ML)

- Supervised learning - Generates a function that maps inputs to desired outputs. For example, in a classification problem, the learner approximates a function mapping a vector into classes by looking at input-output examples of the function.
- Unsupervised learning - Models a set of inputs: like clustering
- Semi-supervised learning - Combines both labeled and unlabeled examples to generate an appropriate function or classifier.
- Reinforcement learning - Learns how to act given an observation of the world. Every action has some impact in the environment, and the environment provides feedback in the form of rewards that guides the learning algorithm.
- Transduction - Tries to predict new outputs based on training inputs, training outputs, and test inputs.
- Learning to learn - Learns its own inductive bias based on previous experience.

