

Harness the power of your social data.

Tap into a wealth of social data to build a more loyal constituency, strengthen your online campaigns and empower and engage your strongest social influencers.

Attentive.ly helps non-profit organisations better understand the passions and preferences of their supporters by enhancing existing constituent information with data from more than 100 social networks. When you truly understand what motivates your constituents, you can create stronger campaigns that drive action for your cause.

How Attentive.ly Works

1. First, we *enrich your existing database* by adding data from more than 100 social networks.
2. Next, we *build rich profiles for each person* in your database, including top hashtags used, Klout® score, bio basics and more.
3. Then we *highlight valuable data* about who your supporters are and what they're talking about on social media.
4. And finally, you have what you need to *send—and even automate—more targeted multichannel campaigns* based on an in-depth understanding of who your constituents are.



Find Your Influencers

Want to know which of the supporters in your database have the most sway across their social networks? Attentive.ly highlights social influencers based on network reach, specific topics, interactions and more. Once you know who these social powerhouses are, you can share your best content with them to drive clicks, donations and action for your cause.



Segment Emails With Social Insights

With Attentive.ly, you can export social data back into your database, including social mentions, social handles,

 **Attentive.ly** + **blackbaud**

Better Together.

Key Features

- ▶ Facebook and Instagram® Custom Audience
- ▶ Marketing automation
- ▶ Social segmentation
- ▶ Keyword tracker
- ▶ Visual statistics
- ▶ Easy CRM export
- ▶ Social listening
- ▶ Influencer engagement
- ▶ Trend spotter
- ▶ Direct messaging to influencers
- ▶ Custom audience reports

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influence and social network usage, among many others. By layering this data over your existing data, you can create highly segmented email lists, such as Supporters Who Mentioned Your Campaign and Are Active on Twitter® or Active Supporters in New York City over Age 35 Who Are Influencers.



Never Miss An Opportunity

Attentive.ly ensures that you never miss an opportunity to engage your supporters when they're most invested in your cause thanks to daily and real-time updates of people in your database using your key search terms. Plus, you can respond on Twitter or email—all right from the solution.



Engage Automatically

Thanks to integration with Facebook® Custom Audience, Attentive.ly uses automated custom ads triggered by social mentions, influence, demographics and more. Attentive.ly will allow you to acquire new constituents and retarget existing supporters. And when a supporter mentions your campaign in a social post, Attentive.ly can send an automatic email asking for petition signatures, donations or another call to action.



Tune In To Your Audience

By listening to what your audience is saying on social media, you can better understand which issues resonate and why. See what topics, hashtags, images and videos are trending among your contacts. Plus, create a list segment based on social mentions, influence or social networks with just one click, and send it directly to your database.



Free Social Insights Report

[Get your Social Insights Report](#) analysing 5,000 of your emails to see your most influential supporters, their social reach, top social networks and more!

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes non-profits, foundations, corporations, education institutions and the individual change agents who support them.