

Actionable Insights

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Information

What is Actionable Insights from Encompass?

Through the use of data analysis and rigorous modeling techniques, you now have the ability to identify who is engaged online, and who is not, among your constituency. In addition, you will be able to put context around what an engaged person looks like, and more importantly, identify who is more likely to become engaged with your organization online in the future.

With this information, combined with strategic services from Encompass, you can better focus resources, control costs, minimize uncertainty, and maximize results with your engagement efforts – both online and off. Through more effective segmentation, new strategies, and targeted communications, you can increase the effectiveness of engagement programs and maximize your use of the Encompass platform and data.

Actionable Insights from Encompass will consist of data management services, online engagement scoring, and strategic services. The scoring is focused on engagement data from the Encompass platform – email, events, giving, and membership (if applicable). Scores are a measurement of a constituent's level of engagement with your institution, via the Encompass platform, as well as how likely they are to become engaged online.

See [FAQs - Actionable Insights](#) for more information.

KB Product

Encompass

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