



DonorBase Amazon Program

DonorBase is an Amazon® Advertising Partner, helping nonprofits and fundraisers access \$50 billion in DonorBase charitable giving data and reach over 300 million unique Amazon customers.

The typical customer visits Amazon nine times a month; on average, each customer has sixty-page views per month!

Reaching Amazon customers is a proven and powerful marketing tool for fundraisers, especially when audiences are customized to reach the best donor prospects.

DonorBase's Amazon Program features:

- Serve DonorBase first-party donor segments to focus on your best Amazon prospects, selecting transactions by category or using custom response models for advanced targeting.
- Run ads directly across Amazon owned properties (Amazon, Goodreads, IMDb, etc.).
- As an Amazon advertising partner, DonorBase handles all campaign setup, execution, and back-end reporting.
- Creative can be developed by client, or we can provide this service for you (use one or two creatives across all segments).

Partner with DonorBase today and create the specific models that will optimize your Amazon campaigns now!

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