



## DonorBase Display and Mobile Programs

Use offline data from DonorBase's 65 million unique donors and \$50 billion in charitable giving transactions to build your online audiences. DonorBase provides the same benefits of 1:1 marketing in digital advertising that we offer nonprofits and fundraisers in the direct mail channel.

### **DonorBase Display and Mobile programs offer:**

- Match DonorBase charitable donor records to display inventories, loading the matched custom audiences to your DSP account for advertising.
- Privacy-compliant match-backs to attribute responders to your digital media spend
- Performance reporting, including interaction reports to identify responders and their type/overlap of media exposure

**Partner with DonorBase now and help your organization exceed all your digital program goals!**

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[www.donorbase.com](http://www.donorbase.com)