

ADVISORY  
BOARD  
for the ARTS

*Transforming Arts Organizations Worldwide*

## Arts360 Tool Demo + Training

*Collaboration between the Advisory Board for the Arts, HaystaqDNA, and L2*

# Agenda for Today's Presentation

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01

Development  
of Arts360 +  
the Tool's  
Purpose

02

Types of  
Data  
Included in  
the Interface

03

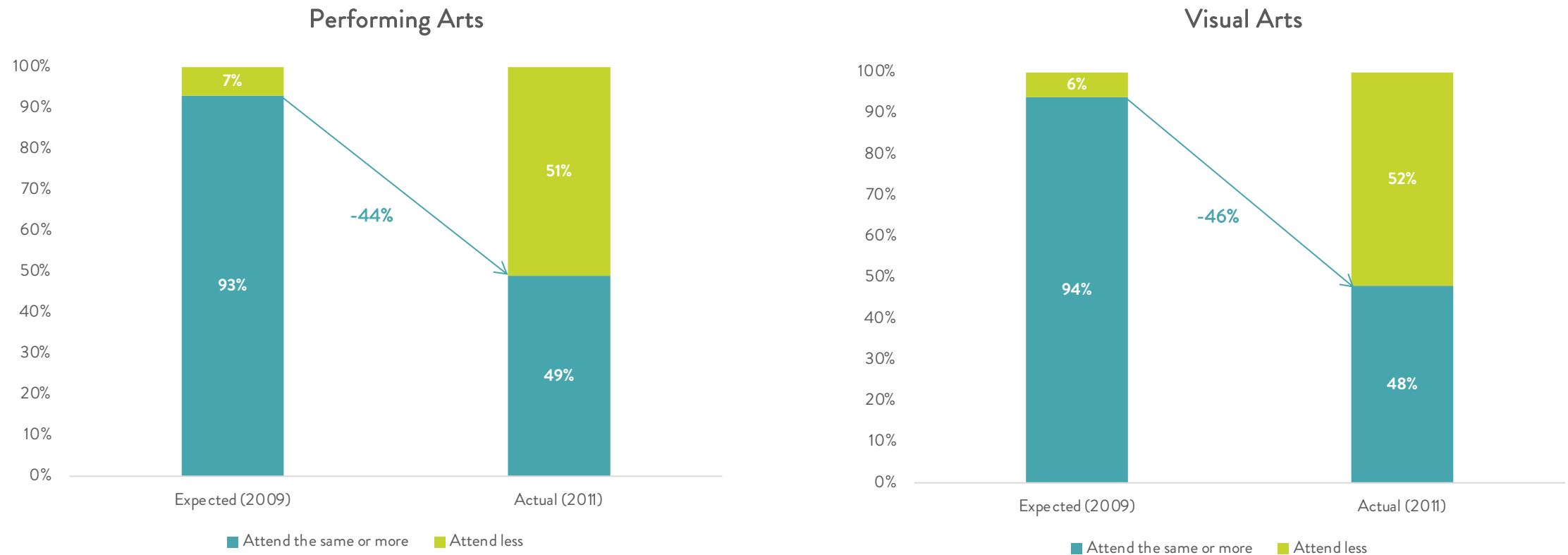
Use Case  
Examples

04

Signing Up  
for the Tool  
+ More  
Resources

# Audiences Won't Tell Us What They Want

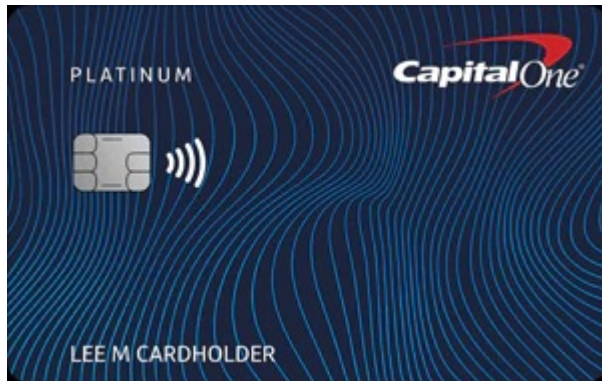
When performing and visual arts audiences were asked in 2009 about the likelihood of the economy affecting their ability to return after the financial crisis, their expectations were far more optimistic than the reality two years later.



Source: [Culture Track 2011](#)

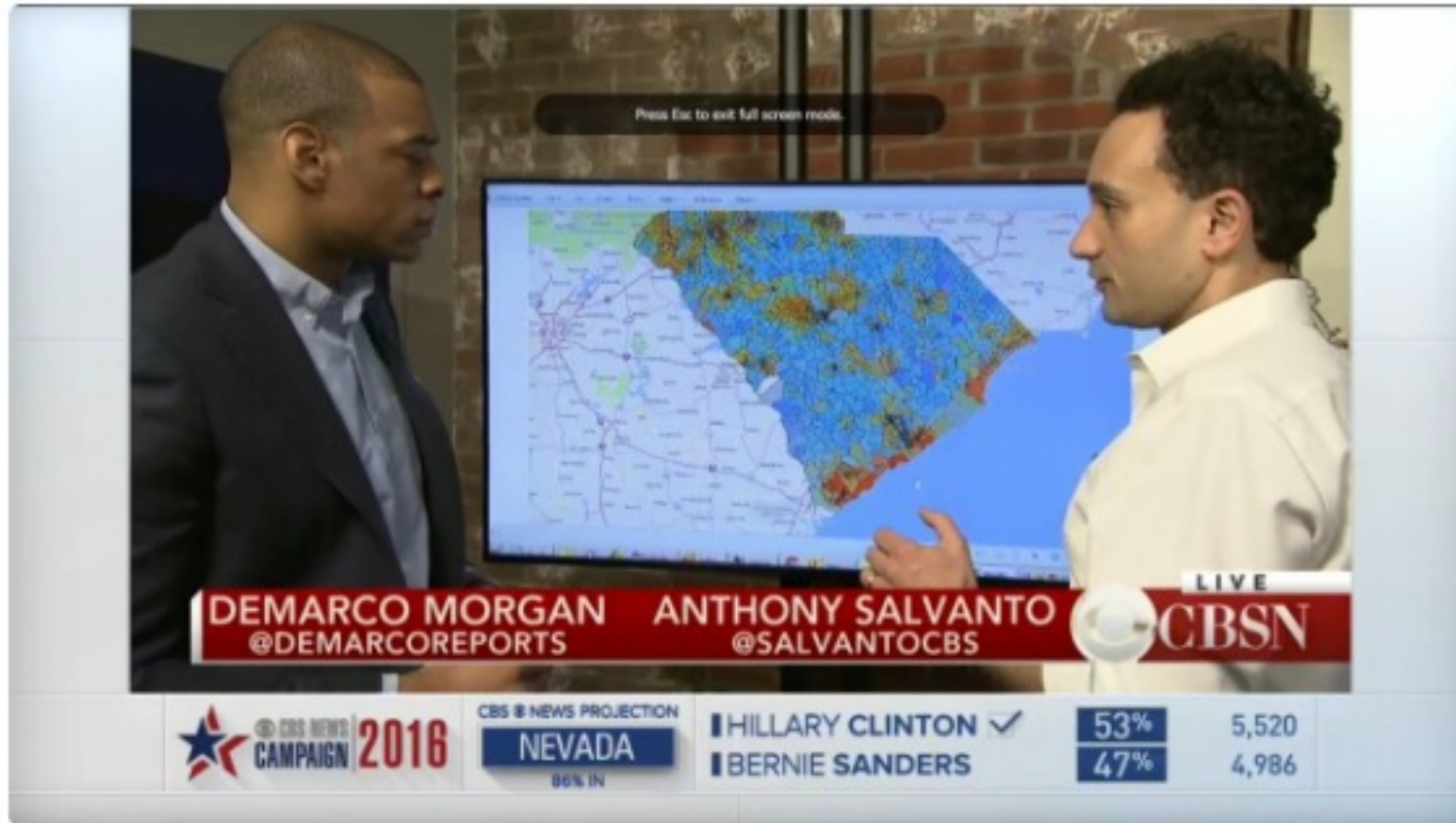


# Advanced Analytics Has Transformed the Business World



<https://www.forbes.com/sites/peterpham/2015/08/28/the-impacts-of-big-data-that-you-may-not-have-heard-of/?sh=18bc7de96429>  
<https://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/?sh=6d3c0a766686>  
<https://www.nytimes.com/2013/02/25/business/media/for-house-of-cards-using-big-data-to-guarantee-its-popularity.html>

# Industry Leader in US Voter and Consumer Data Collection



- Founded over 50 years ago
- The nation's leading independent voter data and technology firm, processing voter data around the clock for all 50 states and DC.
- Owner of multiple data products which help focus your research, including US maps for voter, automotive, and consumer databases.
- Data accuracy is their top priority: (1) records go through a rigorous standardized matching process, (2) fields including contact information are cleaned on a regular basis, and (3) uploaded data are ensured the highest privacy and safety.



# Pioneers in Predictive Analytics



## HAYSTAQ<sup>DNA</sup>

- Founded in 2003
- Pioneered the field of predictive analytics to predict and persuade audiences in high stakes environments
- Corporate clients with a combined market capitalization of over \$600 billion
- Political clients including establishing and leading Obama's 2008 microtargeting efforts
- Experienced in customer analytics for sports, education, automotive, television and healthcare

# Revolutionizing Marketing through Microtargeting

## Automotive



- Predict specific customers likely to choose brand over competitors
- Predict likelihood to persuade customers of other luxury brands
- Predict readiness to make a purchase

Conversion rates on email and direct mail up to 80% higher

## Sports



- Identify attitudes toward Miami Dolphins and barriers to attending games
- Predict likelihood of buying tickets
- Predict likelihood of converting to season tickets

Highest increase in ticket sales among all NFL teams that year

## Education



**LAUREATE**  
INTERNATIONAL  
UNIVERSITIES

- Identify targets for new PhD program
- Predict likelihood of applying to the program
- Test high-likelihood targets versus control group

Haystack targets outperform control group by 113%



# Arts360 Tool: Visualizing Your Audience Comprehensively

We are giving you the freedom to examine your data in a way that matches your goals. Your audience lists and patron characteristics are combined in the below interface, including 450+ additional points of consumer data from L2 and predictive scores from Haystaq, providing a *comprehensive* profile of each audience member.

Purpose of the tool: to allow you to select for targeted individual characteristics and then pull detailed contact information for that group of people to help you in new marketing and strategic efforts.

## Arts360 Visualization and Data Filtering Capabilities

Visualization of Full Consumer Database (~250M Americans)

United States (Advisory Board for the Arts Haystaq) Diana Wang

Location Search -- type place name then hit Enter

Style: Bright

Currently Selected People: 249,385,075 (100.00%) Addresses: 160,158,362 (100.00%)

Mapbox © OpenStreetMap Improve this map

Sample Filters

**Ethnic Group**

<input type="checkbox"/>	All African Ameri...	18,378,297	7.369%
<input type="checkbox"/>	Central & South...	354,677	0.142%
<input type="checkbox"/>	Eastern European	7,732,744	3.101%
<input type="checkbox"/>	Far Eastern	6,759,952	2.711%
<input type="checkbox"/>	Hispanic	28,951,833	11.609%
<input type="checkbox"/>	Jewish	6,284,671	2.520%
<input type="checkbox"/>	Mediterranean	9,930,139	3.982%
<input type="checkbox"/>	Middle Eastern	2,233,010	0.895%
<input type="checkbox"/>	Native American	301,784	0.121%
<input type="checkbox"/>	Other	10,279	0.004%
<input type="checkbox"/>	Polynesian	916,152	0.367%
<input type="checkbox"/>	Scandinavian	5,263,916	2.111%
<input type="checkbox"/>	Southeast Asian	2,055,528	0.824%
<input type="checkbox"/>	Unknown	13,515,710	5.420%
<input type="checkbox"/>	Western European	146,696,383	58.823%

**Haystaq Arts Modeling**

- ▶ Matched
- ▶ Dance Lover Flag
- ▶ Dance Lover Score
- ▶ Donor 10k Plus Flag
- ▶ Donor 10k Plus Score
- ▶ Donor 2500 Plus Flag
- ▶ Donor 2500 Plus Score
- ▶ Donor Flag
- ▶ Donor Score
- ▶ Membership in Arts Organization Flag
- ▶ Membership in Arts Organization Score

Individuals with Desired Characteristics

United States (Advisory Board for the Arts Haystaq) Diana Wang

Location Search -- type place name then hit Enter

Style: Satellite-Hybrid

**JAMES R GRANT**

Hide:  Unknown Values  CSV  Print

Show:  Summary

First Name: JAMES  
 Middle Name: R  
 Last Name: GRANT  
 Address Line: 185 SHAKEHILL RD  
 City: MARKLEEVILLE  
 State: CA  
 Zip: 96120  
 ZipPlus4: 9649  
 Landline Area Code: 530  
 Landline Phone Number: 5306949120  
 Cell Phone: 5303149224  
 Gender: Male  
 Inferred Age: 52  
 Marital Status: Married  
 Ethnic Group: Western European  
 Education of Person: Attended But Did Not Complete College Likely  
 Registered to Vote: Yes  
 DMA Zone: RENO DMA  
 Dwelling Type: Single Family Dwelling Unit  
 Household Net Worth: \$250,000 - \$499,999  
 Number Of Adults: 2

People: 605 (0.00%) Addresses: 410 (0.00%)

Mapbox © OpenStreetMap Improve this map © Maxar



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# What Data Is Visible to Me?

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## 3 Types of Information:

- 1 Base L2 Consumer File Information
- 2 Custom Haystaq Arts Predictive Modeling Flags/Scores
- 3 Additional Haystaq Behavioral Flags/Scores

# Base L2 Consumer File Information

Pre-loaded data from L2 (including age, demographics, income, purchase characteristics, etc.) on 260 million adult Americans



- ▼ Area Selections
  - State
  - Metropolitan Statistical Area
  - Core Based Statistical Area Name
  - Core Based Statistical Area Code
  - Combined Statistical Area Name
  - Combined Statistical Area Code
  - DMA Zone
  - DMA Code



- ▼ Individual Characteristics
  - Gender
    - Age
  - Marital Status
  - Ethnic Code
  - Ethnic Group
  - Hispanic Country Of Origin
  - English Language Assimilation
  - Primary Language
  - Religion
  - Education Of Person
  - Business Owner
  - Investments Personal
  - Occupation Group
  - Occupation Of Person
  - Political Ideology
  - Registered To Vote
  - Has Email



- ▼ Household Characteristics
  - General Characteristics
  - Household Finances
  - Children In Household
  - Adults Within Household
  - Interests And Buying Habits Within Household
  - Household Contribution Patterns
  - Home Purchase Information
  - Automobile Purchasing



- ▼ Telephone
  - Telephone Exists
  - Landline Phone Number Exists
  - Cell Phone Number Exists
  - Do Not Call



- ▼ Property Characteristics
  - Building Construction Characteristics
  - Building Accessibility Characteristics
  - Property Exterior Structures Characteristics
  - Property Parking Characteristics
  - Property Water Front Characteristics
  - Building Interior Structures
  - Building Rooms Characteristics
  - Property Appliances Characteristics
  - Property Valuation Characteristics



# The Power of Big Data – A Short Primer on Microtargeting

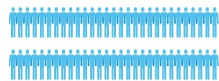
Take what we know about some people



Your audience lists



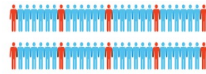
Add what we know about everyone



L2's large consumer database on 240M Americans



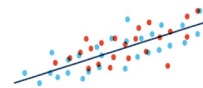
Develop algorithms using models



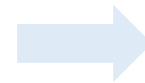
HaystaqDNA machine learning



Make predictions about everyone else



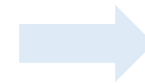
HaystaqDNA machine learning



Score targets based on likelihood to act



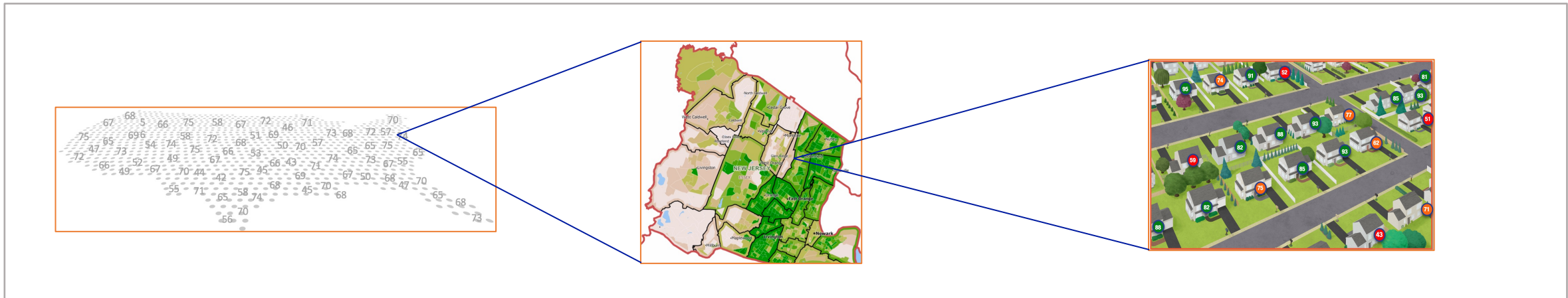
HaystaqDNA machine learning



Customize marketing outreach



HaystaqDNA + ABA



Source: HaystaqDNA; ABA

# Custom Haystaq Arts Predictive Modeling

## SCORE

% likelihood  
More precision and thresholding in data output  
Ex: 0%-100% likelihood that you are an opera lover

Opera Lover Score			
<input type="checkbox"/> 0-5	9	0.103%	
<input type="checkbox"/> 5-10	30	0.343%	
<input type="checkbox"/> 10-15	48	0.549%	
<input type="checkbox"/> 15-20	68	0.777%	
<input type="checkbox"/> 20-25	76	0.869%	
<input type="checkbox"/> 25-30	114	1.303%	
<input type="checkbox"/> 30-35	112	1.280%	
<input type="checkbox"/> 35-40	157	1.794%	
<input type="checkbox"/> 40-45	209	2.389%	
<input type="checkbox"/> 45-50	272	3.109%	

v.

## FLAG

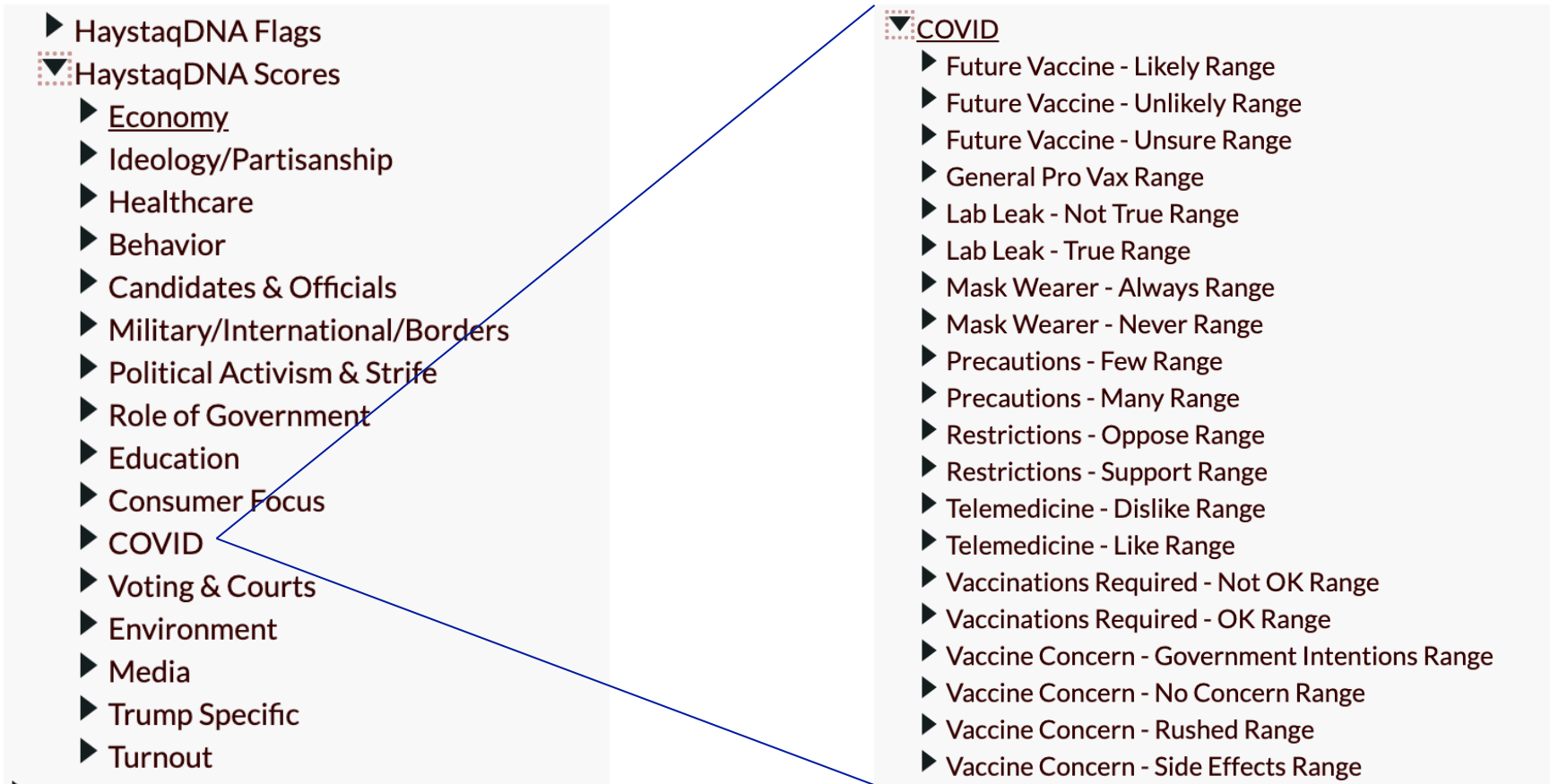
Yes/No variable  
Applies to a subset of the population  
Ex: Are you likely to be an opera lover?

Opera Lover Flag		
<input type="checkbox"/> No	178,973,322	72.007%
<input type="checkbox"/> Unknown	45,502,157	18.307%
<input type="checkbox"/> Yes	24,075,413	9.686%

Performing Arts Factors	Genre Enthusiasts	Loyal Arts Purchaser	Donor Classes	Responsiveness
<ul style="list-style-type: none"> <li>▶ <b>Performing Arts Lover Flag</b></li> <li>▶ <b>Performing Arts Lover Score</b></li> <li>↳ Likelihood to have an interest in the performing arts</li> <li>▶ <b>Performance Center Attendee Flag</b></li> <li>▶ <b>Performance Center Attendee Score</b></li> <li>↳ Likelihood to visit a performing arts center</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Dance Lover Flag</b></li> <li>▶ <b>Dance Lover Score</b></li> <li>↳ Likelihood to be a ballet lover</li> <li>▶ <b>Opera Lover Flag</b></li> <li>▶ <b>Opera Lover Score</b></li> <li>↳ Likelihood to be an opera lover</li> <li>▶ <b>Symphony Lover Flag</b></li> <li>▶ <b>Symphony Lover Score</b></li> <li>↳ Likelihood to be a symphony lover</li> <li>▶ <b>Theater Lover Flag</b></li> <li>▶ <b>Theater Lover Score</b></li> <li>↳ Likelihood to be a theater lover</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Repeat Arts Buyer Flag</b></li> <li>▶ <b>Repeat Arts Buyer Score</b></li> <li>↳ Likelihood to purchasing many arts tickets – modeled after individuals who bought 10+ tickets in the past</li> <li>▶ <b>Membership In Arts Organization Flag</b></li> <li>▶ <b>Membership In Arts Organization Score</b></li> <li>↳ Likelihood to be a subscriber of an arts organization</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Donor Flag</b></li> <li>▶ <b>Donor Score</b></li> <li>↳ Likelihood to be an arts donor</li> <li>▶ <b>Donor 2500 Plus Flag</b></li> <li>▶ <b>Donor 2500 Plus Score</b></li> <li>↳ Likelihood to donate \$2500+</li> <li>▶ <b>Donor 10k Plus Flag</b></li> <li>▶ <b>Donor 10k Plus Score</b></li> <li>↳ Likelihood to donate \$10K+</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Responsiveness Flag</b></li> <li>▶ <b>Responsiveness Score</b></li> <li>↳ Likelihood to be reactive to surveys and emails</li> </ul>

# Additional Haystaq Behavioral Flags/Scores

Recently generated voter attitudes regarding COVID-19, Black Lives Matter, and related forms. Available as both flags and scores.





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# Overview of Use Cases\*

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1. Educational/Community Outreach for Children

2. Finding Non-Traditional Targets

3. Understanding Your Cultural Demographic Distribution

4. Targeting New Loyal Ticket Buyers

5. Searching for Large Donors and Board Members

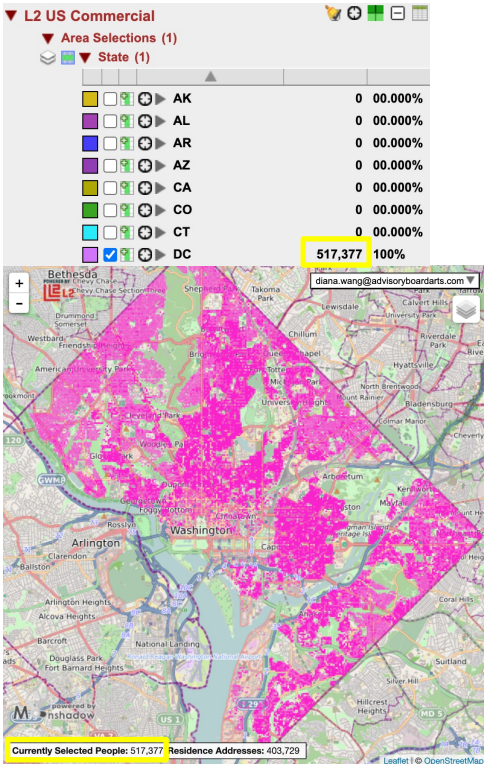
\*For all use cases, we showcase the data of an arts organization based in DC in order to show the tool in play. Their name has been anonymized for confidentiality.

# Use Case 1: Educational/Community Outreach for Children

**Objective:** Target your educational outreach to households with children for an after-school arts class

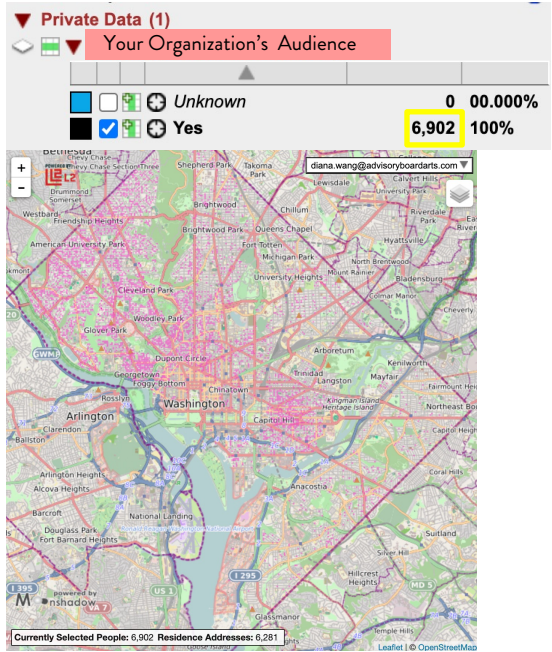
## 1 Select Your State/Area

Locally focus your search to find individuals who can physically commute to your space. Important to look at 'Currently Selected People' to keep track of the # of individuals who are selected.



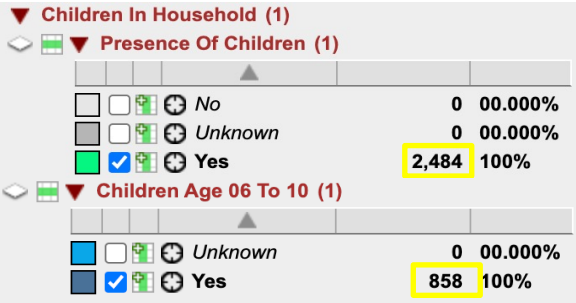
## 2 Filter for Your Audience

Start with audience members who already have visited your institution and are likely to participate in more offered activities



## 3 Search for Households with Children

Age ranges offered include 0-2, 3-5, 6-10, 11-15, and 16-17



**N=858** of this organization's existing audience members have children between the ages of 6 and 10

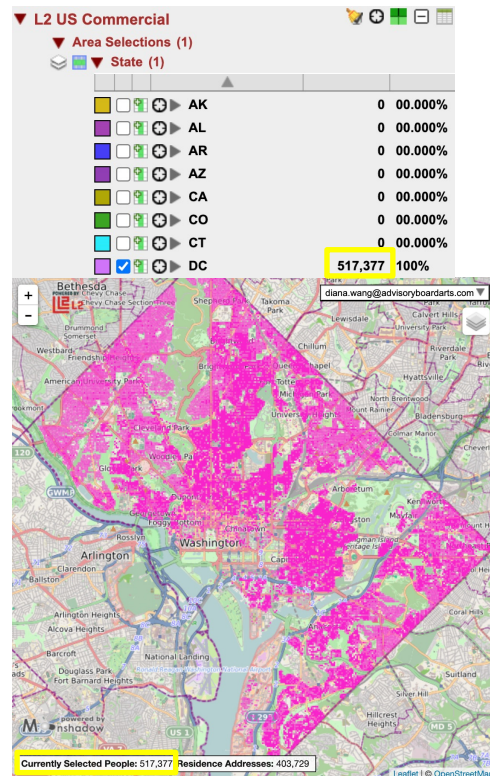


# Use Case 2: Finding Non-Traditional Targets

**Objective:** Increase attendance from LatinX population

## 1 Select Your State/Area

Always good practice to narrow your search — this not only speeds up the map's processing speed but will force you to be clear on your strategy



## 2 Identify All LatinX Individuals

Under 'Hispanic Country of Origin,' select the countries that fall under the LatinX categorization

Hispanic Country Of Origin (14)				
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Bolivia	6	00.060%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Brazil	17	00.169%
<input type="checkbox"/>	<input type="checkbox"/>	Chile	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Colombia	160	01.589%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Costa Rica	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cuba	27	00.268%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Dominican Repub...	80	00.795%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Ecuador	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	El Salvador	862	08.561%
<input type="checkbox"/>	<input type="checkbox"/>	Guatemala	2	00.020%
<input type="checkbox"/>	<input type="checkbox"/>	Honduras	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Mexico	8,375	83.176%
<input type="checkbox"/>	<input type="checkbox"/>	Nicaragua	0	00.000%
<input type="checkbox"/>	<input type="checkbox"/>	Panama	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Peru	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Puerto Rico	540	05.363%
<input type="checkbox"/>	<input type="checkbox"/>	Spain	0	00.000%
<input type="checkbox"/>	<input type="checkbox"/>	Unknown	0	00.000%
<input type="checkbox"/>	<input type="checkbox"/>	Uruguay	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Venezuela	0	00.000%

## 3 Flag and Score for Performing Arts Lover Likelihood

Use Haystaq's arts-specific predictive flags to filter for LatinX individuals most likely to be potential arts lovers and target with mailings for existing cultural works

Haystaq Arts Modeling (1)				
Performing Arts Lover Flag (1)				
<input type="checkbox"/>	<input type="checkbox"/>	No	0	00.000%
<input type="checkbox"/>	<input type="checkbox"/>	Unknown	0	00.000%
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Yes	1,264	100%

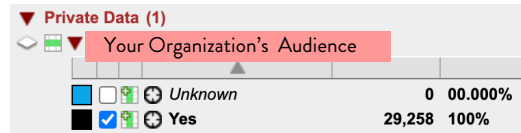


**N=503 potential LatinX individuals to target**  
*\*includes both individuals within and outside of this organization's audience*

# Use Case 3: Your Cultural Demographic Distribution

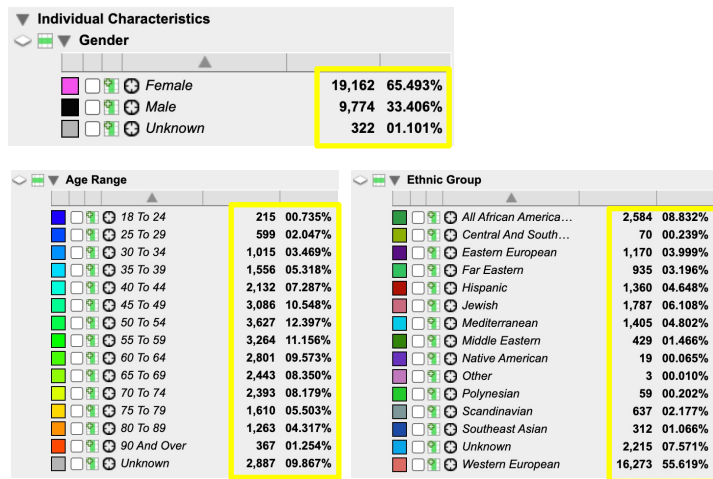
**Objective:** Understand the cultural demographic distribution (age, gender, ethnicity, etc.) of your audience v. that of your surrounding area → useful data for grant proposals and benchmarking metrics

## 1 Filter for Your Audience Members

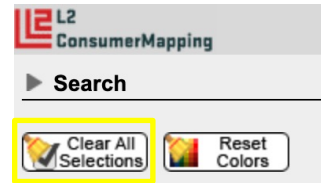


## 2 Get Breakdown of Your Audience

Use the 'Individual Characteristics' dropdown lists to find the % and count of your audience by age, gender, ethnicity, etc.

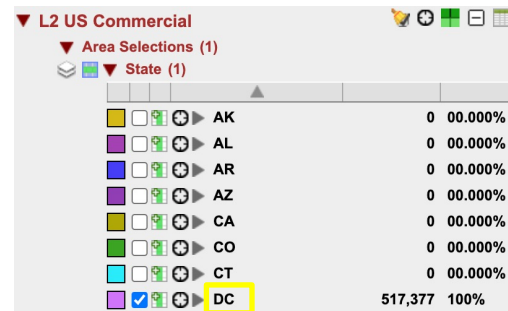


## 3 Reset Selections



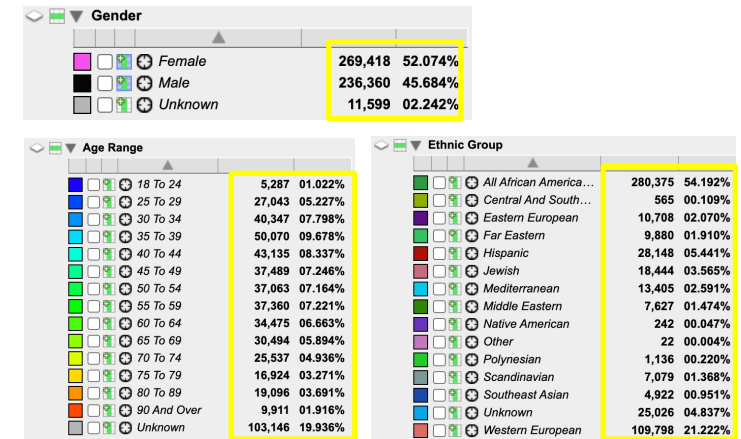
## 4 Filter for Your State or Metropolitan Area

Repeat Steps 1-2 but now filtering for your relevant state or surrounding area to understand the overall distribution of the same demographic variables and compare



## 5 Get Breakdown of Your State/Area

Use the 'Individual Characteristics' dropdown lists to find the % and count of your audience by age, gender, ethnicity, etc.



Compare these percentages with the percentages in Step 2 (the organization's audience breakdown) for a quick benchmarking

# Use Case 4: Targeting New Loyal Ticket Buyers

**Objective:** Pull a list of potential new loyal audiences to your organization

## 1 Select Your State/Area

Always good practice to narrow your search — this not only speeds up the map’s processing speed but will force you to be clear on your strategy

**L2 US Commercial**

Area Selections (1)

State (1)

AK	0	00.000%
AL	0	00.000%
AR	0	00.000%
AZ	0	00.000%
CA	0	00.000%
CO	0	00.000%
CT	0	00.000%
DC	517,377	100%

Currently Selected People: 517,377 Residence Addresses: 403,729

## 2 Find Repeat Arts Buyers Outside Your Audience

You want to find potential loyal audience members (i.e., those that would likely buy 10+ tickets) outside of your existing audience list

**Private Data (1)**

Your Organization’s Audience

Unknown	510,475	100%
Yes	0	00.000%

**Repeat Arts Buyer Score (1)**

Filter by range (1 - 100)

From: 99 To: 100

Unknowns:  **Currently Selected People: 8,880**

## 3 Focus New Subscriber Campaign based on Proximity to Your Space

Use the Shape Tool to find potential subscribers who live closest to your space and may be cheaper to market to based on proximity

**Shapes (1)**

Your Organization’s Locals

Your Shapes

Your Organization’s Locals

Name: Your Organization’s Locals

Radius: 1.5 mile(s)

Currently Selected People: 3,396 Residence Addresses: 2,517

N=3396 individuals outside this organization’s audience list (within a 1.5 radius) who are 99%-100% likely to become repeat arts buyers



# Use Case 5: Finding Large Donors and Board Members

**Objective:** Find individuals with a proclivity to be a large donor and/or potential board member

Within Your Audience List

1 Filter for Your Audience Members

Private Data (1)		
Your Organization's Audience		
<input type="checkbox"/> Unknown	0	00.000%
<input checked="" type="checkbox"/> Yes	29,258	100%

Outside of Your Audience List

1 Filter Out Your Audience Members

Private Data (1)		
Your Organization's Audience		
<input checked="" type="checkbox"/> Unknown	240,447,045	99.988%
<input type="checkbox"/> Yes	29,258	00.012%

Feel free to narrow your search by state/area to bring this number down to a more workable format +

...and perform step 2

2 Select Donor 10K Plus Flag and Adjust the Score Accordingly

Use the score function to narrow down search of possible \$10K donor candidates.  
95%-100% → N=10,054 possible names

Donor 10k Plus Flag		
<input type="checkbox"/> No	0	00.000%
<input type="checkbox"/> Unknown	0	00.000%
<input checked="" type="checkbox"/> Yes	10,054	100%
Donor 10k Plus Score (1)		
Filter by range (1 - 100)		
From:	95	
To:	100	
Unknowns:	<input type="checkbox"/>	

Use the score function to narrow down search.  
99%-100% → N=4,918 possible names

Donor 10k Plus Flag		
<input type="checkbox"/> No	0	00.000%
<input type="checkbox"/> Unknown	0	00.000%
<input checked="" type="checkbox"/> Yes	4,918	100%
Donor 10k Plus Score (1)		
Filter by range (1 - 100)		
From:	99	
To:	100	
Unknowns:	<input type="checkbox"/>	



N=4918 individuals within this organization's audience list who are 99%-100% likely to be \$10K+ donors

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# Setting You Up for Success and Supporting You

For organizations who sign up to use the Arts360 tool, ABA will work closely with your staff to set up accounts, upload and match your audience lists to the tool's extensive consumer database so your patrons are in the system, as well as provide training and ongoing service of purchasing and exporting lists of targeted individuals.

## Demonstration



Before engaging with the tool, ABA will provide a full demonstration of the tool's capabilities.

Here we can answer questions about specific use cases, adding records to your CRM, self-service capabilities and those managed by the ABA team.

## Audience Matching



Tool participation begins with receipt of your organization's audience list.

We will provide an excel template with fields required for a successful match of your audience members, which includes at a minimum unique ID, name and address.

Matching the list enables searches to include/exclude those already in your CRM.

## Training & Ongoing Service



Once audience list has been matched and uploaded to the tool, ABA will:

1. Conduct an initial training with your organization's users and provide resources for self-service use of the tool
2. Hold regular check-ins with your staff to plan your use cases, support download lists for targeted campaigns, and provide updates on your account status
3. Be available for ad-hoc list pulls on-demand

Questions at any time? Email [arts360@advisoryarts.com](mailto:arts360@advisoryarts.com).

# Access to Arts360 – Member Pricing

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## Access Fee: \$3000

### *Includes:*

- Access to the tool for 1 year (unlimited accounts for your organization)
- Unlimited matches of your audiences, donors, and any other consumer list (up to 3 million names per list) to L2's database
- Ongoing support from ABA team for list pulls and technical help
- \$500 credit towards exports

## \$0.10/individual

*Includes all Data from L2, Excluding Emails*

### *Includes:*

Over 450 fields of consumer and predictive data for every individual, including contact info, demographics, and predictive attendance/donation scores.

**\$0.05/individual; \$250 minimum  
For Emails Only**

### *Includes:*

Verified emails for individuals. Specifically, L2 runs multiple verification rounds to see which emails are still active and performs various proprietary processing checks to see if they are opt-in, as well as adding in any additional commercial sources they have (which are also pre-verified) to cull as many emails as possible.

Purchasing of lists is done within the tool. Invoices will be sent directly to the Advisory Board for the Arts who will separately invoice you for the cost.



# Exporting Lists and Customization of Fields

For instances when you wish to perform a mailing to a group of prospect ticket buyers for an upcoming show or performance, for example, you will go through the process of purchasing and exporting a list.

## 1. Select All Wanted Filters

Washington Ballet Audience (1) ✓1

<input type="checkbox"/> Unknown	0	0%
<input checked="" type="checkbox"/> Yes	8,749	100.000%

Gender (1) ✓1

<input type="checkbox"/> Female	0	0%
<input checked="" type="checkbox"/> Male	8,749	100.000%
<input type="checkbox"/> Unknown	0	0%

## 2. Create a Universe to save the selection of chosen filters

+ New Universe

Name: Washington Ballet Males

Description: [Empty]

Folder: \*My Universes

Method: Use currently selected filters

Filters: Using the currently selected filters, give your universe a name and click the "Create Universe" button.

• Matched: Yes  
• Gender: Male

## 3. Purchase the Universe

United States (Advisory Board for the Arts Haystaq) Diana Wang

Cart (1) Sheet Charts % of Results Reset Image About

Name	ID	Created		
<input type="checkbox"/> Austin Opera Sam...	08KNJ	05/03/22	👤	~3,544
<input type="checkbox"/> California	00022	09/01/21	👤	~17,388,672
<input type="checkbox"/> ROCO Sample	08KNS	05/17/22	👤	~34,049
<input type="checkbox"/> Sample	00013	03/22/22	👤	~5,336
<input type="checkbox"/> Sense and Sensibil...	00039	01/14/22	👤	~12,568
<input type="checkbox"/> Test	00015	06/18/20	👤	~4,533
<input type="checkbox"/> Test2	00017	07/13/21	👤	~1,208
<input checked="" type="checkbox"/> Washington Balle...	08KNX	05/23/22	👤	8,749

## 4. Export the Universe into a Records List

Universe Details  
Washington Ballet Males

Download Universe 8,749 of 8,749 unpurchased. BUY NOW

New Export - Pick a Format

- L2 ID File
- Data Export in .CSV Format
- Mailing List
- Telemarketing

CANCEL NEXT

### DATA EXPORT IN .CSV FORMAT

- Simple: ~25 columns including name, address, phone, and demographics
- Enhanced: all 450+ different pieces of data from within the L2 platform
- Custom List: create your own csv list choosing your own wanted data pieces.

### L2 ID FILE

Includes the L2 identified which you will send to ABA to pass to L2 to pull verified email addresses.

Note: there is no cost to pull generate and download this L2 ID File list but will cost an extra 5¢ per record for L2 to pull the email addresses.

### MAILING EXPORT:

Limited spreadsheet formatted for sending products via postal mail

# New Features (Tool Update March 21, 2022)

1

**Unlimited List Matching & Creating Private Branches**  
*Now free!*

2

**Additional Visualization and Data Reporting Techniques**  
*All free.*



3

**Exporting Lists — Setting Custom Fields to Pull**  
*Requires a purchase.*

<b>Automatic Report Building</b> <i>Use for: create a shareable PDF report showing distribution breakdowns of a population</i>	<b>Charting Tool</b> <i>Use for: create shareable graphs that compare data points across multiple populations</i>
<b>Individual Search Functionality</b> <i>Use for: download comprehensive data profiles of individuals for donor prospecting</i>	<b>Miscellaneous Visualization Options</b> <i>Use for: color code the map by net worth to visualize income spread; search by location and use shape tools to make custom boundaries around the venue</i>

# The Future of the Arts360 Tool

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Our team is constantly looking to build to developments to create the most seamless and helpful product for your organization. Here are a few upcoming updates that will be available to users of the tool.

## New and Updated Arts Predictive Models

As more organizations sign up to use the Arts360 tool and submit their audience data, our analytic teams can both refine existing predictive models and create new models with this wealth of data.

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*Ex. Additional models for genre affinity, sub-categories within each genre (i.e., new works, classic works), or even models for specific performances like the Nutcracker*

## Case Studies

To provide even more value, we will be sharing how your peers have been using the tool and what impact the tool has had in their prospect and cultivation work.

You will have access to case studies of organizations who have benefited greatly from the tool.

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*Ex. Case studies will showcase data around conversion rate of prospects, cost of sales and revenue, and additional KPIs around email opens, click throughs, and sign-ups.*

# Questions and Next Steps

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[Click Here for All Arts360 Materials – ABA Member Login Required](#)



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