HAYSTAQ DNA

HAYSTAQ LOOK-ALIKE MODELING

Unlock the power of predictive analytics to find new prospects based on your existing members, supporters, volunteers, donors or any other list.   We start with your data. Once matched, it is then enhanced with hundreds of data points from national voter and consumer files, derived indicators and modeled issue and behavioral scores. Next, advanced analytics are used by HaystaqDNA to build profiles of the individuals on your list. These profiles are then applied nationwide to over 210 million Americans. Each of those people are given a unique score, ranging from 1-100, assessing their likelihood of looking like they belong on your list.

STEP 1: Identify look-alike sample (supporter / member / volunteer / donor) ➤ **STEP 2**: Enhance sample with nationwide data ➤ **STEP 3**: Modeling conducted by Haystaq (A.I. & machine learning) ➤ **OUTPUT**: Predictive look-alike scores for 210+ million Americans

Use these scores to identify the most promising look-alike prospects. Elevate your strategy by combining scores with key demographic data, including age, education, income, and more. Finally, specialized scores can also be developed for multiple customer profiles such as activists, recent joiners, or high dollar donors.

Once your targets are identified, acquire comprehensive contact information for all types of outreach including addresses, phone numbers, emails and digital matches for digital.

Cost & Requirements:
The cost of each look-alike model is $10,000, inclusive of data matching, enhancement, modeling, and one-year hosting. Sufficient data is imperative for successful look-alike modeling. As a result, look-alike modeling may not be possible without sufficient client data.

Contact us today at (202) 548-2562 to explore the potential of look-alike modeling for your organization. Elevate your growth with precision and efficiency!