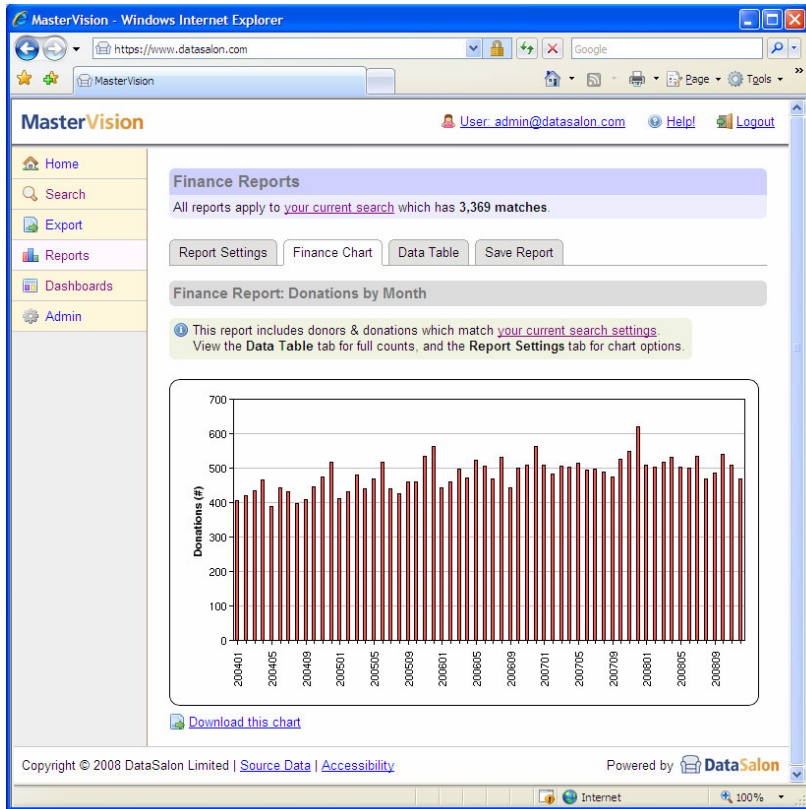


Case Study: Sightsavers International



Note: Chart represents small sample of supporters only.

The Project

In November 2008 Sightsavers introduced **DataSalon MasterVision** – a powerful web-based solution that enables staff to search and analyse supporter data via user-friendly tools:

- MasterVision works alongside the charity's existing supporter database, allowing marketing and non-technical staff to get hands-on with their data for the very first time.
- Fundraising teams in the UK, Ireland and Italy can perform detailed searches, export highly targeted supporter segments, and create visual reports and dashboards in seconds.
- The charity will use the system to increase revenues from fundraising campaigns, via improved supporter insight and more effective targeted communications.

sightsavers **Sightsavers International** works to combat blindness in developing countries, restoring sight through specialist treatment and eye care. The charity also supports people who are irreversibly blind by providing education, counselling and training.

MasterVision has very efficiently 'web-enabled' our existing supporter database, allowing our Ireland and Italy offices to get directly hands-on with this data for the first time, and empowering over 60 staff to begin to run their own queries and analysis.

The fact that it combines extremely fast searching with a very user-friendly interface means the system is a perfect solution for our organisation, and we are really excited by the possibilities it now offers for our future fundraising campaigns.

John Lister,
Head of Direct Marketing,
Sightsavers International

Our Approach

DataSalon MasterVision works alongside Sightsavers' existing supporter database to provide staff with a **user-friendly, web-based view** of their data.

Sightsavers simply provide a weekly data dump which we **collect automatically via FTP** and use to update the MasterVision system.

User-friendly, forms-based interfaces **empower marketing staff** to explore and analyse their data directly, **freeing up internal IT resources**.

Powerful reporting tools allow **visual analysis** using **pie charts, cross tabs, and world and UK maps**.

Financial reports enable staff to monitor **monthly trends in donors and donations**.

The system also provides **visual dashboards**, combining a range of reports and stats into a single management summary to allow **easy tracking of key metrics**.

The Results

- ✓ More than 60 staff in the UK, Ireland and Italy now have instant access to the charity's supporter data.
- ✓ Works alongside Sightsavers' supporter database with no disruption to existing systems.
- ✓ User-friendly tools enable detailed searches and creation of targeted segments to export or use as the basis of reports.
- ✓ Visual analysis suite offers easy-to-use pie charts, cross tabs, financial reports and visual dashboards.
- ✓ World and UK maps highlight the geographical distribution of supporters by region.
- ✓ Fully managed and hosted web-based service.
- ✓ Interface AA-accessible and valid XHTML Strict.