

-- 27 Nov 2008 --

Sightsavers gain clearer supporter view with web-based analytics

DataSalon's 'MasterVision' is a powerful web-based solution that enables staff to search and analyse supporter data online using tools which are fast, flexible and user-friendly.

Sightsavers International announced today that they are introducing DataSalon's 'MasterVision' product: a web-based service which works alongside the charity's existing supporter database to empower marketing and non-technical staff to get hands-on with supporter data, enabling creative analysis and targeted supporter selections, and freeing up internal IT resources.

Fundraising teams in the UK, Ireland and Italy can all log into the web-based system and perform detailed searches to create and export highly targeted supporter segments in seconds. Powerful reporting tools allow visual analysis using pie charts, cross tabs, and world and UK maps which highlight the distribution of supporters by region, whilst financial reports enable staff to monitor monthly trends in donors and donations. The system also provides visual 'dashboards': combining a range of key metrics into a single management summary for ease of tracking.

Sightsavers anticipate that the use of MasterVision will lead to increased revenues from fundraising campaigns, via increased supporter insight and more effective targeted communications. In addition, efficiencies will result from savings in staff time, with users able to explore and gain instant answers from their data without requiring additional support from the in-house data team.

John Lister, Head of Direct Marketing at Sightsavers International said:

"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."

Jillian Monahan, Marketing Director of DataSalon said:

"We are delighted to be working with Sightsavers to help make the most of their wealth of supporter data. The challenge of providing a fast, friendly web interface onto an existing database product has provided us with a great opportunity to demonstrate how flexible MasterVision is, and the enthusiastic response from the marketing and fundraising staff now using the system has been fantastic."

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[Notes for editors on following page...]

Notes for editors

- Sightsavers International is a registered UK charity (Registered charity numbers 207544 and SC038110) that works in more than 30 developing countries to prevent blindness, restore sight and advocate for social inclusion and equal rights for people who are blind and visually impaired. Our website is at: www.sightsavers.org.
- DataSalon Ltd is based in Oxford, UK and specialises in providing extremely user-friendly tools for data integration and analysis which are very quick to implement. The company was founded in 2006 with the aim of developing innovative data services which are significantly faster, cheaper, and more flexible than traditional solutions. DataSalon has major clients in the publishing, charity and academic sectors, including Oxford University Press and BMJ Group. Our website is at: <http://www.datasalon.com>. Please note the correct use of our name: DataSalon (capital 'D' and 'S' with no space)
- For further information about this release please contact: Jillian Monahan, Marketing Director at DataSalon, either by email on info@datasalon.com or by phone on 01865 321353.