



**ADVIZOR Solutions, Inc. and iModules Partner for More Effective Donor Targeting**  
*Partnership provides fundraisers with increased analytics tools*

Overland Park, Kan, July 5, 2011 – ADVIZOR Solutions, Inc. and iModules Software have announced a partnership that integrates ADVIZOR’s powerful data analysis software with the iModules Encompass online communication and engagement software. The solution will provide fast, easy-to-use data discovery and predictive analytics capabilities in an interactive, visual format that enables nonprofit fundraisers to use existing data to make better, faster marketing decisions.

The partnership brings two new tools to clients, initially an administrative single sign-on to be followed later by an integrated email marketing analytics capability. The administrative single sign-on will seamlessly connect an authorized administrator in the Encompass system to a corresponding personalized analytics project within the ADVIZOR dashboard. Future integration development will allow ADVIZOR Solutions to retrieve Encompass email marketing metrics, click tracking, and transaction conversion data to provide an analytical dashboard for appeals reporting and analysis that will identify patterns and trends and result in more effective donor targeting. ADVIZOR’s powerful data analysis software can also be used to rapidly align the backgrounds, interests, and other characteristics of solicitor-volunteers with those of their targeted prospects.

“ADVIZOR brings together information from iModules with other data stored in the existing source systems to help teams increase yields by identifying what appeals and marketing efforts drive gift dollars,” said Doug Cogswell of ADVIZOR Solutions, Inc.

“We are excited to offer the enhanced fundraising and engagement benefits of combining the advanced business intelligence capabilities of the ADVIZOR data analysis system with Encompass,” said Tom DeBacco, CEO of iModules Software.

**About iModules:**

iModules provides technology solutions and services to help organizations achieve their missions and build meaningful relationships through member engagement and online communication. With more than 600 clients reaching more than 35 million constituents, iModules delivers easy-to-use tools for website management, data management, email marketing, event management, online giving, membership management, and social networking. An industry leader since 2002, iModules partners with organizations worldwide to make a difference. For more information, please visit [www.imodules.com](http://www.imodules.com).

**About ADVIZOR Solutions, Inc.:**

ADVIZOR Solutions, Inc. provides business intelligence capabilities for a variety of industries, from higher education, healthcare, and financial services to manufacturing, sales and marketing, and systems management. ADVIZOR’s powerful data discovery and analysis tools allow teams to easily slice and dice data, identify outliers, and see patterns or trends to get answers to their critical questions. For more information, please visit [www.advizorsolutions.com](http://www.advizorsolutions.com).