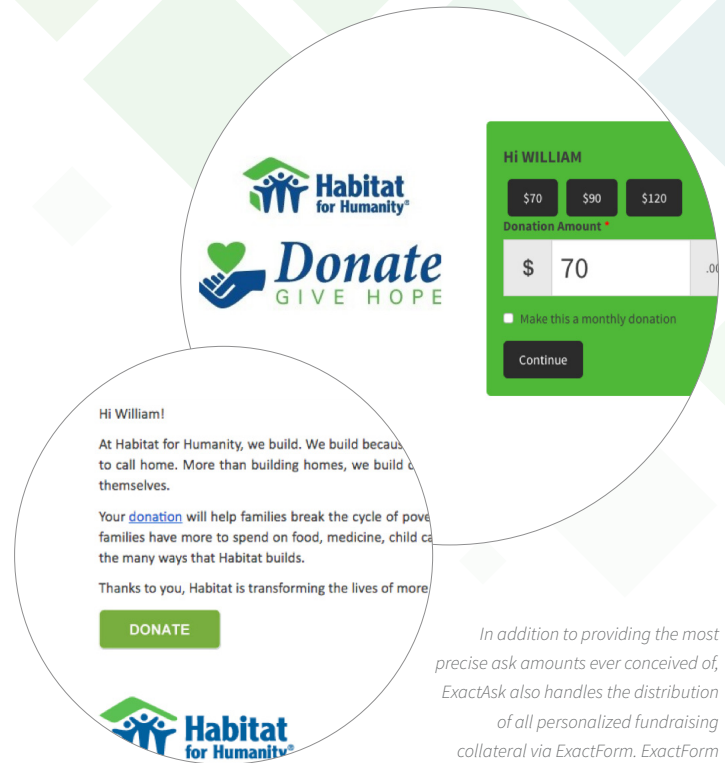


*ExactAsk is the world's first personalized predictive analytics tool designed for marketing agencies representing nonprofits.*

Based on patented technology, ExactAsk uses a proprietary algorithm to predict how much every single existing and potential donor is the most likely to give.

Unlike many new technology companies that claim to be revolutionary, but falter when tested in the real world, ExactAsk has already proven itself with some of the nation's leading nonprofits.

Habitat for Humanity and PBS both partnered with ExactAsk and saw tremendous results. Leading educational institutions like American University and George Washington also use ExactAsk, as does the Royal Inland Hospital Foundation.



*In addition to providing the most precise ask amounts ever conceived of, ExactAsk also handles the distribution of all personalized fundraising collateral via ExactForm. ExactForm is a dynamically created webform that continually generates new ask amounts and updates to optimal send times as fresh data comes in about each individual donor.*

**WITHOUT ExactAsk**

Habitat DC	\$0.93/send
PBS Station KLRU	\$0.70/send
<b>Average Across All Customers &amp; Campaigns</b>	<b>\$1.37/send</b>

(not just the average of Habitat DC and KLRU)

**WITH ExactAsk**

Habitat DC	\$1.24/send
PBS Station KLRU	\$0.96/send
<b>Average Across All Customers &amp; Campaigns</b>	<b>\$1.55/send</b>

(not just the average of Habitat DC and KLRU)

**ExactAsk IMPACT**

Habitat DC	<b>+ \$0.31/send</b>
PBS Station KLRU	<b>+ \$0.26/send</b>
<b>Average Across All Customers &amp; Campaigns</b>	<b>+ \$0.18/send</b>

(not just the average of Habitat DC and KLRU)



Reach out to us and learn how ExactAsk can provide significantly improved fundraising results for your nonprofit clients at very little cost. Visit [ExactAsk.com/Contact](http://ExactAsk.com/Contact) today.