

Bay Park Data Solutions

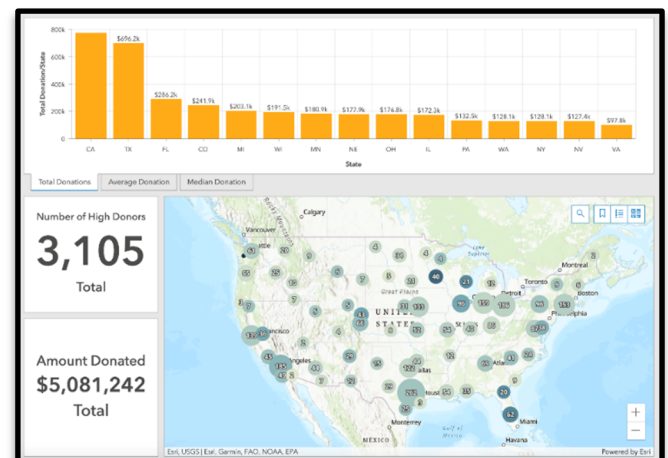
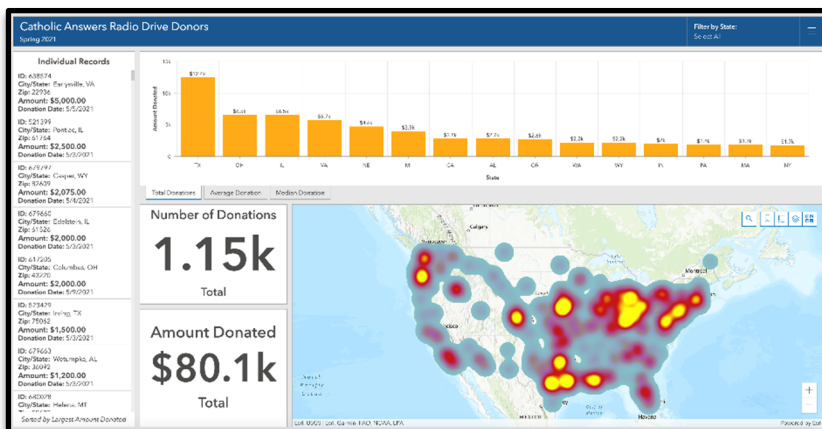
CRM Data Integration & Visualization Solution

Small Business (SB)
Woman Owned Small Business (WOSB)

Our CRM Data Integration and Visualization solution is created specifically with Nonprofits in mind. The goal is to integrate data which provides a way to visualize donor and stakeholder information stored in a customer's CRM which will ultimately create deeper insights into your donors and with the use of analytics, data integration and data enhancement could help you increase donations.

The CRM can be Salesforce, Excel, Zoho, HubSpot, or any other cloud-based CRM. A live connection will be made to the CRM via a webhook (ie. Integromat) so that donor and stakeholder information will be continuously updated and visualized via an ArcGIS Dashboard. The dashboards will typically show maps, graphs, and analysis of current situations.

Visualize Fundraising Campaign Results



Understand your Donor Base

The key is that each donor is geolocated via their mailing address so they can be better understood and additional demographic attributes can be added to their information.

By using dashboards to visualize donors and the amount they donate from fundraising campaigns our clients will be able to better target market future donors and increase donations.

