



**Better insight and analytics** is a function both of the data you collect and where you can access it. Springboard's powerful sourcing and attribution features capture source data from emails, ad buys, social shares and any other source of acquisition, advocacy, or fundraising efforts. Combined with our native campaign management and integration with Google Analytics, you get all of the information at your fingertips to make better marketing choices.



**Unique donor and activist experiences** help distinguish your fundraising, advocacy and marketing efforts from the rest of the field and ultimately drive more acquisition, action, and online fundraising. Springboard gives you full control over all of your forms including content, fields, branding, layouts and styles. Since it's natively responsive, the experiences will be automatically tailored for all devices.



**Best in class email and marketing automation** tools let you spend more time crafting the perfect strategy and content, and less time configuring and sending. Powerful segmentation and automated attribution and sourcing allow you to tailor your strategy to ensure supporters get the right message at the right time.



**Social plugins** let your donors easily share their passion for your cause to social networks, giving your campaigns the benefit of viral uplift. Whether it's an event, donation, peer-to-peer, or advocacy campaign, your supporters can be your megaphone. Track share activity and conversions from share so that you can easily identify key social influencers.



**Native multivariate testing** allow you to optimize your message and experience to maximize conversions. Set the system to calculate test winners based on overall conversion rate, conversion amount, highest average gift, sustainer conversion, and more.

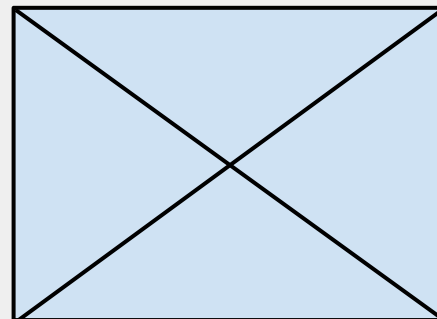


**Designed with integration in mind**, Springboard allows you to get data in and out of the system in a variety of ways. With Springboard's APIs and out-of-the-box data management tools, you can integrate with donor databases, data warehouses, mobile apps, and more.

springboard

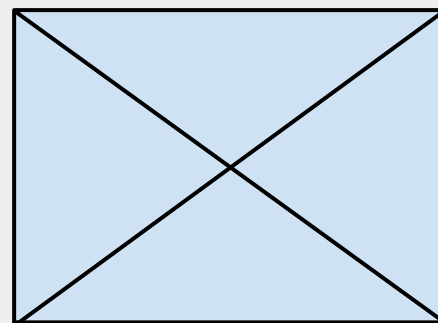
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## About Jackson River

We are a Washington, DC-based technology and strategy firm that supports and strengthens progressive nonprofits doing good work in the world.

Find out more: [www.jacksonriver.com](http://www.jacksonriver.com)



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