AUDIENCE INSIGHTS MANAGER

How Does List Sharing Work?

When you submit your segmented data (single ticket buyers, subscribers, etc.) to the AIM database, you identify which segments you want to keep private and which you're willing to consider trading. Other organizations can't even see that the private segments exist.

Rest assured – private data stays private!

You can run reports to identify segments of patrons available from other arts groups to effectively target new audience prospects, then request those lists from your peers directly through Data Center.

Likewise, arts groups can request the segments of your data you make available for trade. Those requests will arrive from Data Center directly to your inbox with the requested segments, mail date and purpose of the mailing. **You can always choose to deny any request.**

Approved list requests are sent directly to the identified mail house for one-time use. Only mail addresses can be shared through Data Center – sharing of email addresses and phone numbers would be in violation of federal privacy laws.

What If I'm Not Interested in List Sharing?

While list sharing between arts organizations is a proven, cost-effective way to augment a group's pool of prospective attendees, **it is not required to participate in AIM.**

You can subscribe to the database solely to conduct research on your own patrons by keeping all of your data segments private. Utilize AIM to find out about the income levels, buying habits, presence of children, life stages and other demographic and psychographic profiles of your audience.

This type of audience research is extraordinarily valuable to any organization, large or small. It can be used to target your programs, identify potential new donors, provide accurate reporting to funders, assist customer service, myth-bust misperceptions and even influence programming!

You'll also want to make sure your patrons are counted in the statewide audience census to support ArtPride's research and advocacy efforts on the local, state and national levels.