



WEBSITE MANAGEMENT & AUDIENCE INTELLIGENCE FOR SMALL NONPROFITS

## Analytics, Campaigns & Insights.

In today's world, nonprofit leadership needs accurate, actionable information to inform strategic decisions.

Some of that information will come from the organization's customer relationship management (CRM) system. But much of what happens before a website visitor identifies themselves—what they look for, what interests them, where they go, and what they choose to do—may never reach the CRM. That leaves an important information gap.

Because a nonprofit's website is its front door, understanding what happens there can help leadership make better decisions about audience development, fundraising, communications, and community engagement.

Ensemble Works deepens that understanding with analytics, campaign tracking, and informed insights. It automatically delivers the information that matters most to a small nonprofit, presented in a way that requires no training to interpret.

### Analytics

Provides a clear picture of website activity including visits, page views, traffic sources, devices, landing pages, button clicks, session duration, and successful and unsuccessful searches. Information is collected anonymously and is visit- rather than visitor-centric.

### Campaigns

Campaigns can be defined by date range or UTM tracking or both. Live data is available during a campaign's active period and is automatically archived after a campaign ends for future comparison and analysis.

### Insights

Automatically identifies patterns and changes that management may want—or need—to know, while "At a Glance" provides live information on 12 key indicators. Session patterns reveal how different types of website visits lead to different forms of engagement.

## Anonymous Audience Segmentation

Ensemble Works doesn't identify or track individual visitors. Its analytics are designed to understand website activity without collecting the identifying information needed to create personal visitor profiles.

But organizations may sometimes benefit from understanding how different audience groups use the website. Ensemble Works offers an optional visitor-segmentation survey quiz to improve that understanding.

Quizzes can be configured to collect useful information, such as "How many concerts have you seen in the last two years?" Responses to structured questions can help distinguish visitor types, such as newcomers, occasional attendees, and frequent attendees – enabling you to analyze subsequent website activity without collecting identities.

## Why not use Google Analytics?

There is no reason an organization cannot use both. Google Analytics is a powerful, general-purpose analytics platform. Ensemble Works serves a different purpose: it automatically presents the most relevant website information for a small nonprofit in an immediately understandable form. No analytics expertise or staff time is required.

## Ensemble Works provides quick guidance without requiring questions

Google Analytics requires you to know what questions to ask. Ensemble Works simply provides the data and insights – no questions required. In addition to Ensemble Works' automatic displays, you can easily download detailed, anonymous session data in a format suitable for analysis with AI tools, offering another way to uncover patterns, relationships, and questions you might otherwise miss.

## Designed for nonprofits

Ensemble Works was designed to meet the needs of small nonprofits. Most small nonprofits have small staffs that often lack the technical background or time to gather and analyze critical analytics and insights for the Board. Ensemble Works closes that gap by automatically presenting the analytics and insights that matter. However, nonprofits are not all the same, and they often have unique information requirements. Downloading your data for AI analysis is an easy way to uncover new insights that most analytics products miss.