

Aimia Inc.

## Aimia employees donate data analysis skills to help Toronto not-for-profit organizations

*In 48 hours, more than 7.5 gigabytes of data analyzed for [Canada's Ballet Jörgen](#), [Enactus Canada](#), [the Stephen Lewis Foundation](#), and [the Prostate Cancer Foundation](#)*

MONTREAL, Nov. 11, 2015 /CNW Telbec/ - Aimia Inc. (TSX: AIM), a data-driven marketing and loyalty analytics company, is pleased to announce the successful completion of its annual Canadian data philanthropy event. For the third consecutive year, Aimia's data scientists and experts came together to provide analytical insights and recommendations to four non-profit organizations based on their data sets.

"We help businesses around the world use data insights to inform everything from marketing campaigns to supply chain management. Unfortunately, data analytics is not a tool readily available to charities with smaller budgets and fewer resources – it is for the most part cost prohibitive and the expertise in this area often lacks," says Mike Poyser, Vice-President of Analytics at Aimia. "It is for this reason our employees, alongside Aimia business partners, volunteer their skills and expertise in data analytics. This whole initiative helps to raise the sophistication of the participating charities through a unique knowledge transfer, which has a long-lasting, sustainable impact."

The data insights will allow each of the participating charities, [Canada's Ballet Jörgen](#), [Enactus Canada](#), [the Stephen Lewis Foundation](#), and [the Prostate Cancer Foundation](#), to improve their operations through a deeper understanding of their members, donor bases, and stakeholders.

Analysis showed that **Prostate Cancer Canada's** ("PCC") high-loyalty donors are the ones who get involved the most, by donating over 10 times in a four-year period. These high-level donors also share a similar profile. As a result, PCC will be able to better target supporters and donors through fundraising and advocacy initiatives. The team was also able to supply PCC with results on a number of marketing initiatives including annual raffles and email campaigns. These insights will help PCC further improve marketing return on investment ("ROI") going forward.

The **Stephen Lewis Foundation** ("SLF") received more than 5 million miles last year, donated by Aeroplan members through the Beyond Miles program, and more than 65 million miles since 2006. The data team provided the SLF with new insights on the overlap between their SLF donors and Aeroplan Beyond Miles donors. This information will help SLF better target requests for miles donation and promotional activities toward those SLF donors with a higher propensity for donating Aeroplan Miles.

**Enactus Canada** gained direct proof points of their mission – that the students they work with become stronger leaders and have better career progression than their counterparts. The analytics team was able to combine Enactus Canada alumni career experience into a single composite score and created a model to quantify career progression that showed Enactus Canada students do indeed, over the long term, perform better than the control group.

**Canada's Ballet Jörgen** learned they have an opportunity to streamline their social media presence and channel, focusing on Facebook and Instagram, through relevant messages in addition to details on their upcoming events. They also gained clear insights into which geographies they could expand their performances and education initiatives.

More than 50 Aimia employees volunteered their time and expertise for the event, alongside students from Smith School of Business at Queen's University, Schulich School of Business, and Western University, as well as business partners from Fractal, Hewlett Packard Enterprise, SAS, Consumer Intelligence Group, IBM, Alteryx and TD Bank.

### About Aimia

Aimia Inc. (TSX:AIM) is a data-driven marketing and loyalty analytics company. We provide our clients with the customer insights they need to make smarter business decisions and build relevant, rewarding and long-term one-to-one relationships, evolving the value exchange to the mutual benefit of both our clients and consumers.

With close to 4,000 employees in 20 countries, Aimia partners with groups of companies (coalitions) and individual companies to help generate, collect and analyze customer data and build actionable insights.

We do this through our own coalition loyalty programs such as Aeroplan in Canada and Nectar in the UK, and through provision of loyalty strategy, program development, implementation and management services underpinned by leading products and technology platforms such as the Aimia Loyalty Platform and Smart Button, and through our analytics and insights business, including Intelligent Shopper Solutions. In other markets, we own stakes in loyalty programs, such as Club Premier in Mexico, Air Miles Middle East and Think Big, a partnership with Air Asia and Tune Group. Our clients are diverse, and we have industry-leading expertise in the fast-moving consumer goods, retail, financial services, and travel and airline industries globally to deliver against their unique needs.

For a full list of our partnerships and investments, and more information about Aimia, visit [aimia.com](http://aimia.com)

#### SOURCE AIMIA

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