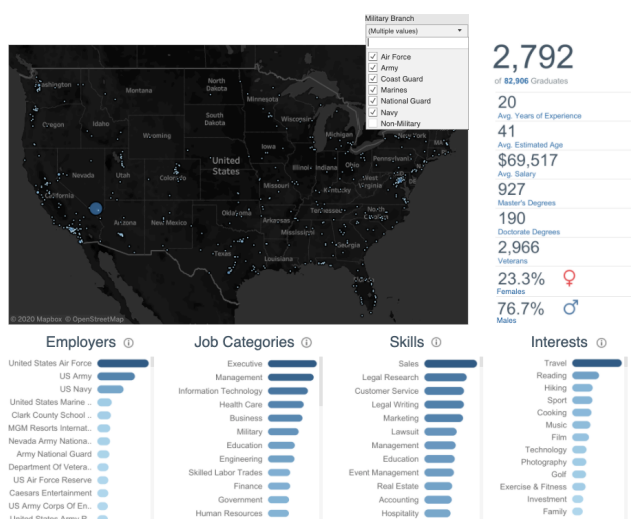


UNIVERSITY OF NEVADA, LAS VEGAS

UNLV needed a way to geo-target alumni and drive a larger opening ceremony for a new university location. (Use Case 1)

Use Case 1: The University of Nevada, Las Vegas opened a new location for their Graduate College and wanted to target all alumni from the college in the Metro Las Vegas area to attend the unveiling. UNLV used our Graduate Explorer tool to target those specific alumni to drive alumni engagement and a larger opening ceremony for the college.



Use Case 2: UNLV requested a veteran alumni analysis. The image to the left displays a sample of demographic, employment, and skills data for this segment.

Use Case 3: We performed a constituent record search match analysis for UNLV resulting in strong strength scores across every attribute.

Constituent ID

*****1234

Steppingblocks ID

*****AB-XY

First Name

100%

Last Name

100%

Grad Year

100%

Major

100%

Employer

89%