

Reactivate More Lapsed Donors.

Spend Less
Doing It.



Why SimioCloud Models Go Deeper

- Dual response - and revenue - optimized builds
- Recency-banded ensemble models, determined by a strategic analyst
- Far more nuanced than a lapsed file recency match to the co-op
- Refreshed with every campaign

22,400+

lapsed donors reactivated
across two national programs

\$866K+

gross revenue recovered
from lapsed files

\$2.08

in gross revenue for every \$1
invested in reactivation†

10 yrs

deepest lapsed donors
successfully reactivated

Case Study #1

The Deep Lapsed Advantage – 61+ Months

For a national health non-profit, SimioCloud Deep Lapsed models re-qualified donors lapsed five or more years — a universe conventional models suppress — and matched the response rates alternative lapsed models achieved on far warmer names.

Key Performance Indicator	SimioCloud Deep Lapsed (61+ mo.)	Alternative Models (13-60 mo, lapsed)	SimioCloud Advantage
Response Rate	0.32%	0.30%	Parity on colder names
Average Gift	\$43.28	\$40.58	+7%
Revenue per 1,000 Mailed	\$137.54	\$122.76	+12%
Cost to Raise a Dollar	\$1.50	\$2.15	30% lower
Net Investment per Reactivated Donor	\$21.78	\$46.66	53% lower

FY2025-FY2027 in-market results (campaigns mailed through June 2026). Alternative models = cooperative database lapsed segments mailed in the same campaigns. Most recent fiscal year: SimioCloud segments reactivated donors at \$31.56 net investment each vs. \$77.86 for alternative models – a 59% advantage.

Case Study #2

Reactivation That Pays for Itself

For a second national nonprofit, SimioCloud ensemble models scored the full 25–120 month lapsed file — donors lapsed two to ten years — and turned reactivation from a loss-leader into a revenue-positive program.

17,076

Donors reactivated on 2.7M pieces mailed

0.62%

Overall response rate across the lapsed program

+\$223K

net revenue in fully costed years – \$0.48 to raise a dollar †

0.73%

response rate on donors lapsed 7-10 years

Top ensemble segment: 1.69% response and \$841 revenue per 1,000 mailed – nearly 3x the program average.

† Fiscal years with complete campaign cost data (FY2025-FY2026): \$428K gross revenue on \$206K invested.

Ready to see what your lapsed file is really worth?

Ask your SimioCloud Account Director for a non-cost lapsed file evolution and custom model match.

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