

# Cooperative Databases: *Real benefits of Data Agnostic Approach*



	Previous Method	Adstra Approach
Response Index	85	96 ✓
Avg Gift Index	108	139 ✓
CPDR	\$2.84	\$1.45 ✓

**Almost a 50% improvement in CPDR!!!**

## Goal:

Improve Performance from Cooperative Database Sources

## Current Situation:

While onboarding a new client, Adstra uncovered an over-reliance of an “In House” Co-op database product

## Opportunity:

Reallocate volume to higher performing co-op solutions

## Results:

Improvement across all key metrics!