



Realize the value of your fundraising campaigns with Attribution Analytics, powered by Frakture, directly in Mobile Commons

Trusted ROI at your fingertips

The partnership between Mobile Commons and Frakture, specialists in nonprofits, solves the vital campaign success attribution requirement:

Trusted data: Frakture's state of the art attribution bots removes human error associated with manual analysis of campaign metrics.

Efficiencies: Remove the need for time-consuming external analysis of your success metrics, with the attribution analytics appearing directly in your Mobile Commons dashboard.

Measure impact

The partnership provides insight and revenue impact of your fundraising in two ways:

Single broadcasts: measure the success of one-off mobile message campaigns.

Overall programs: understand the analytics across the lifetime of the subscriber using source codes.

Key benefits

Unleash the power of Frakture attribution metrics:

- | Automated data insights within Mobile Commons
- | Accurate ROI for your mobile programs
- | Understand lifetime value of your supporters
- | Save time and remove manual processes
- | Develop your fundraising campaigns with valuable success insights
- | Ease of set-up for new customers or those already using Mobile Commons and Frakture



Better together

Frakture

Frakture bots will pull together all your data so you know exactly how each of your supporters and overall campaigns are performing.

Mobile Commons

Build connections with supporters, donors, and volunteers through mass-personalized SMS campaigns with the leader in texting software for nonprofits.

How it works *

The automated attribution algorithm follows every transaction, every message, and every source code you send out, giving you deep insights directly in your Mobile Commons reporting dashboard.

Ready to get started?

Speak to one of our mobile experts to understand how you can measure the success of your fundraising campaigns with Mobile Commons and Frakture.

[Talk to Us](#)

* Mobile Commons customers require an active Frakture account to utilise this feature.