# mobile commons + frakture

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

## Trusted ROI at your fingertips

The partnership between mCommons 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 mCommons 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 mCommons.

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 mCommons 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.

### mCommons

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 mCommons 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 mCommons and Frakture.

**Talk to Us**

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