



# Data & Tech

**Email Address**

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**Phone Number**

(507) 519-0904

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Case Studies

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# Our Drive

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## Our Company

Monicat Data "**The Business Behind Creativity**", is a women-owned, women led company. Making teams smarter and helping businesses grow, through strategic market insights and technology development.

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## Data & Audience

Go-To-Market Strategy, Market Research, Digital Analysis

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## Technology & Design

Website Re-Design, Operations Audit, Technology Development

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## Sunsett.io

"Growth, the right way." SaaS Data Reporting Platform

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The logo for Monicat Data, featuring the words "moni", "cat", and "data" stacked vertically in a white sans-serif font on a yellow rectangular background.

moni  
cat  
data



## Friendly

Each team member of Monicat Data holds high respect for the clients we serve and users of our platforms.

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01



## Collaborative

Monicat Data hires creative, analytic and technically skilled project collaborators—bringing market insight and technical expertise to each of our service clients and platform users.

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02



## Transparent

Monicat Data delivers a transparent project process to our service clients, through the use of best-in-class project management technologies and reliable communication.

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03



## Outcome-Driven

Monicat Data works to provide manageable & actionable solutions to our service clients and platform users.

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04



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# OUR PERSONALITY



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how we work with you

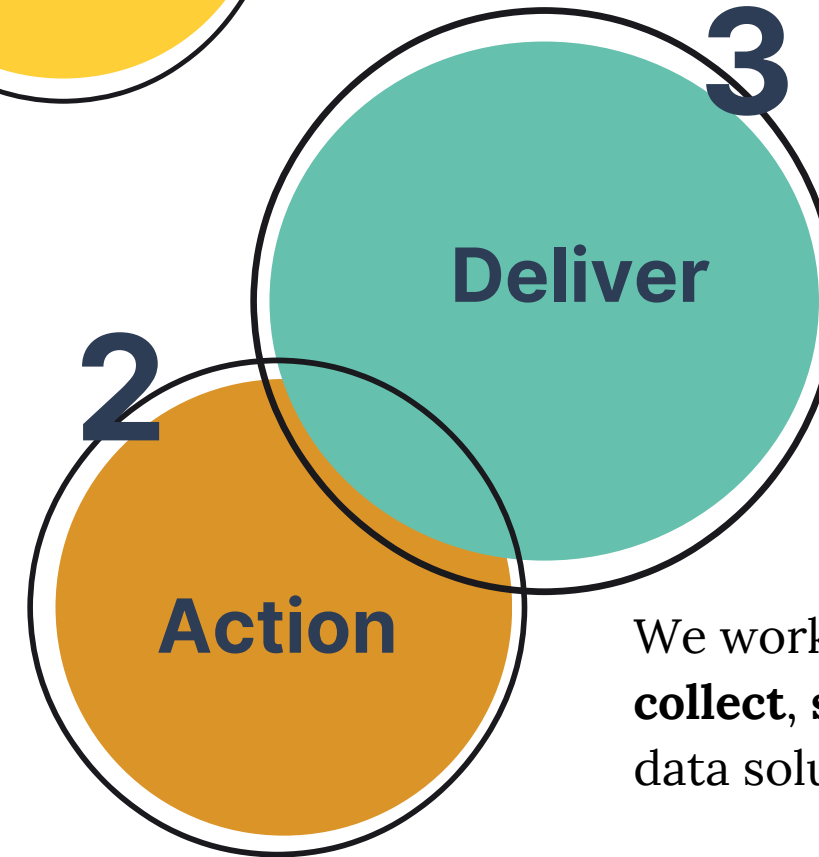
# Data Approach

## Our four-step process

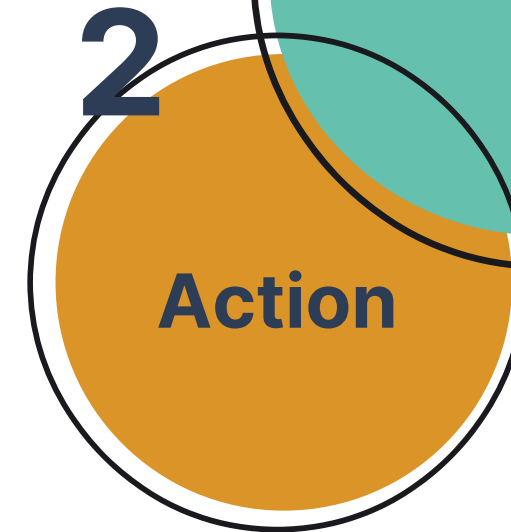
At Monicat Data, we believe wider audience reach begins with **deeper insights**. We dive into your core audience *and* the customers your team has yet to serve-allowing your org. to **strategically** identify, its best path forward.



Perhaps you need us for a fixed amount of time or an extended stay. Either way, we work to develop actionable solutions your team can retain and grow into.



We work collaboratively with your team to **collect, structure and deliver** strategic data solutions.



What are we measuring?  
Why are we measuring it?  
How are we measuring it?



how we work with you

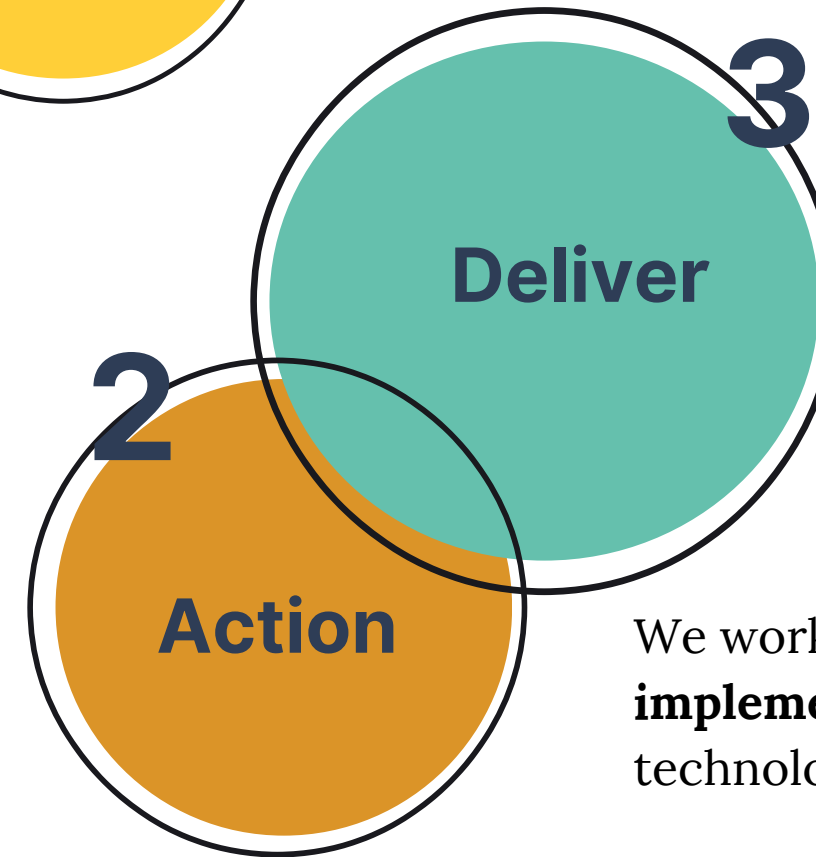
# Tech Approach

## Our four-step process

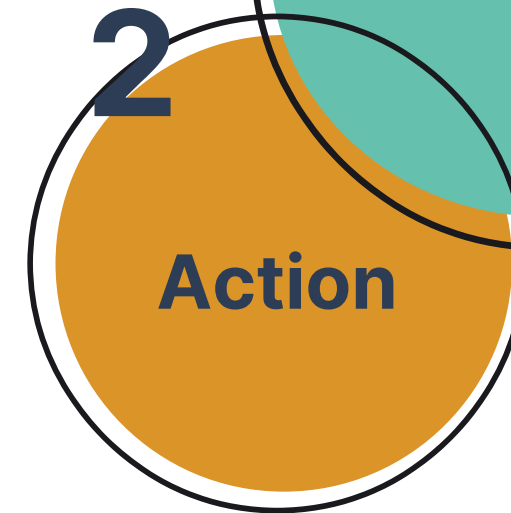
At Monicat Data, technologies are seen as tools to automate **outdated processes**, build **more efficient** systems and if utilized strategically—effective **revenue-generating** tools.



Perhaps you need us for a fixed amount of time or an extended stay. Either way, we work to develop actionable solutions your team can retain and grow into.



We work collaboratively with your team to **implement, test** and **deliver** strategic technology solutions.



What are we building?  
Why are we building it?  
How are we building it?

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# Go-To-Market

mpls.k12.mn.us

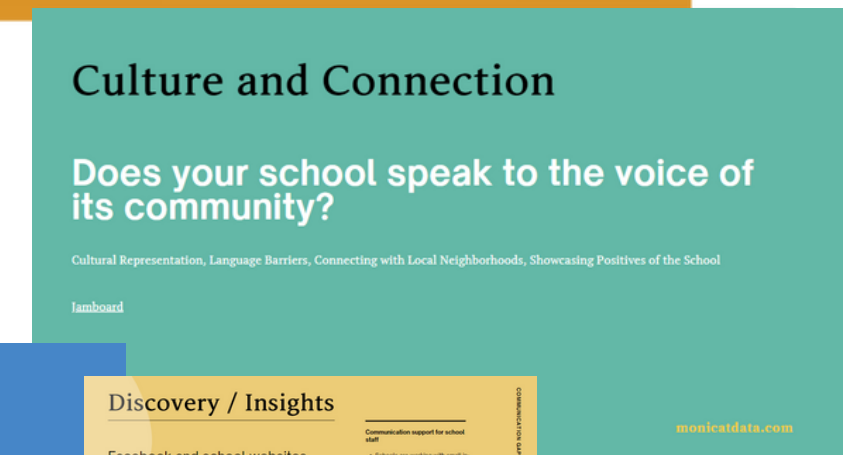


Monicat Data stewarded the marketing strategy behind Minneapolis Public Schools 2021 - 2022 enrollment campaign "MPS Now" Urban Education. Global Citizens.

Gains:

- Guided community conversations with district-wide MPS school guidance leadership: **Principals, School Staff, School Logistics Staff**
- Pre-conversation Typeform survey insights
- Interactive virtual Jamboard community participation and real-time qual-quant insight gathering.
- Post conversation market recommendations and report PDF
- Brand Guide, creative and market approach strategy *developed by Monicat Data*
- Media Assets
- Billboard, Bus, Outdoor Element Advertising Assets

Project Duration: 8 months



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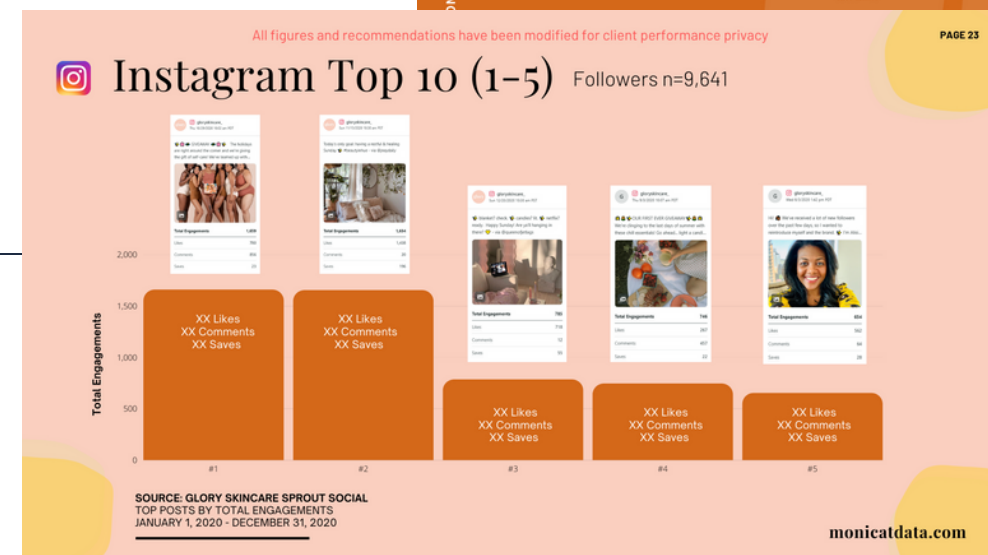
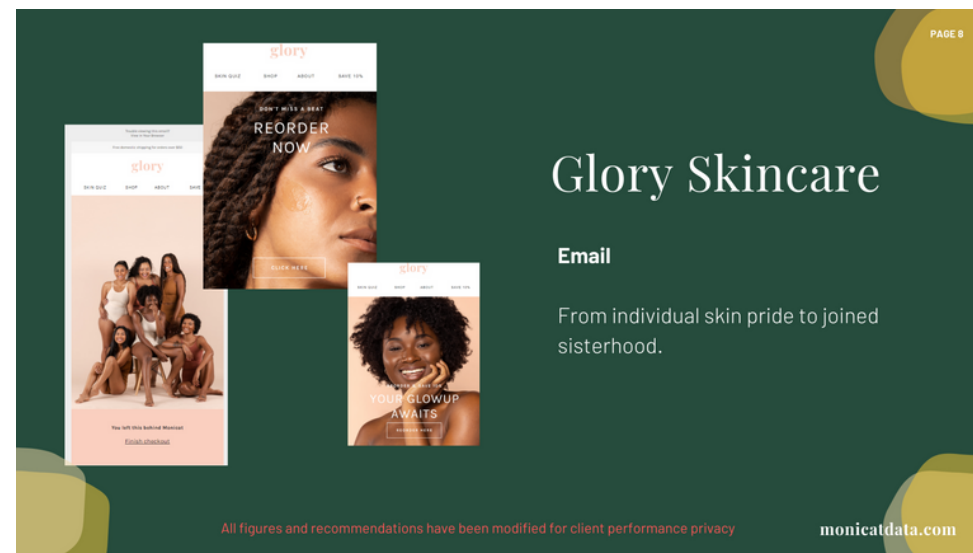
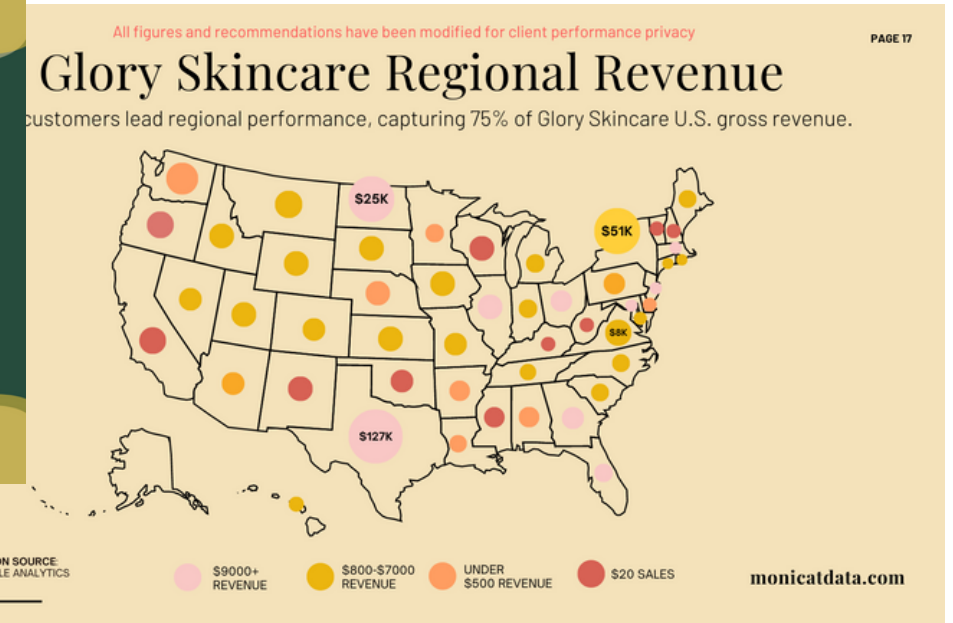
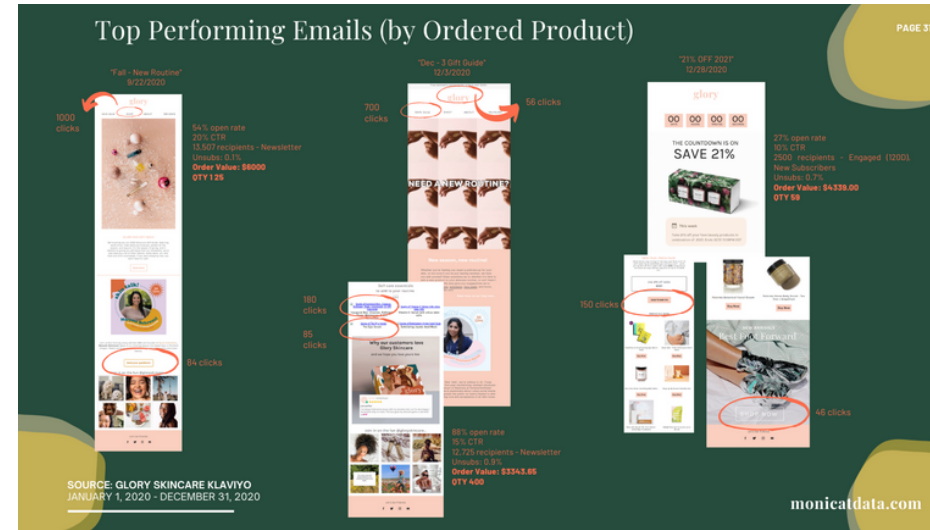
# Channel Performance Analysis

In partnership with PLB Lab, Monicat Data provided Glory Skincare a digital optimization plan and report, reviewing brand performance across its digital channels.

### Gains:

- Performance review and recommendations for Glory Skincare email, website, and social media channels.
- 27-page market experience optimization report.
- 57 page digital performance report.
- **Services Provided:** Market Approach Planning, Reporting & Research, Digital analysis.

**Project Duration:** 3 months



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# Complete Website Design Demo.

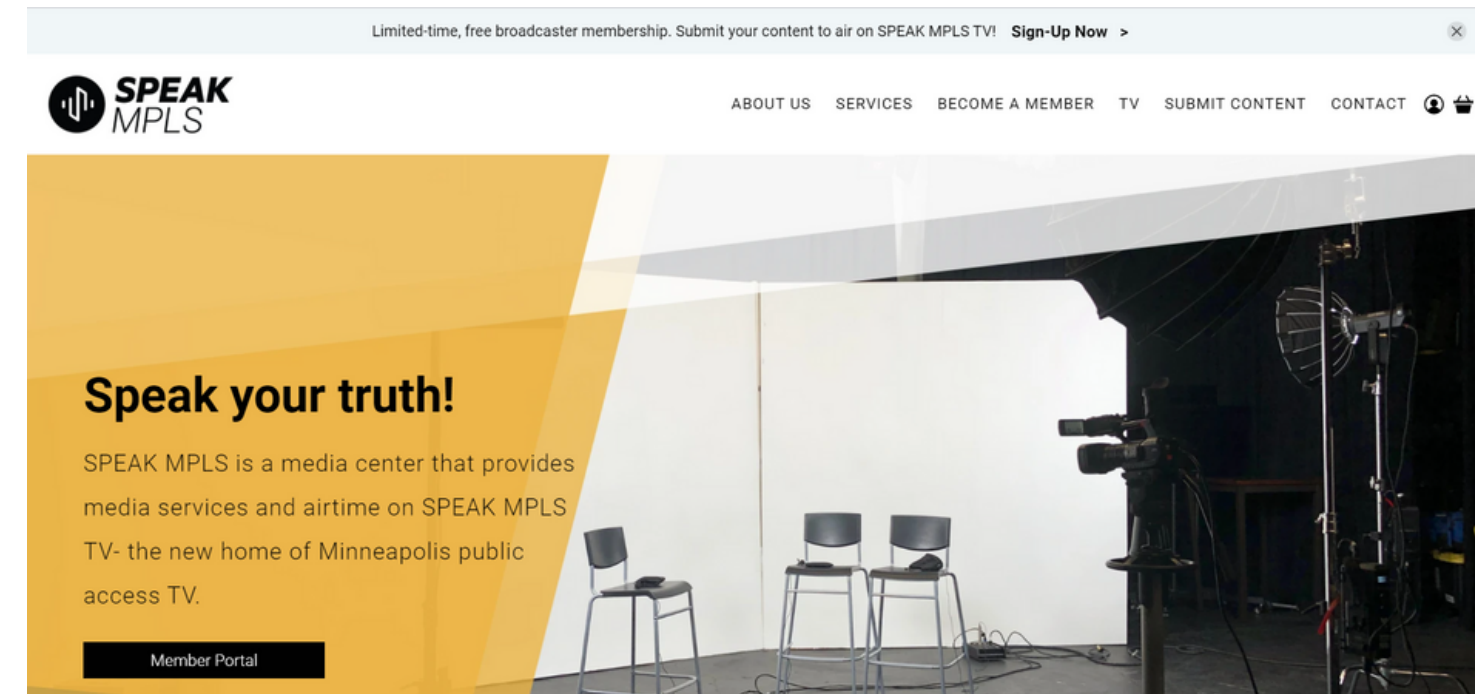
Monicat Data developed a **Shopify**-based website, analytic reporting set-up and **Nexodus**-based member portal for Minneapolis based media center **SPEAK MPLS-TV**, the new home of Minneapolis public access TV: [www.speakmpls.com](http://www.speakmpls.com)

## Website Design Gains:

- **Total implementation time (2020): 10 months**
- Nexodus system member portal build-out
- Server content submission enablement
- Future live-video speed tested and prepped
- Development of channel performance report structure, quarterly and annual report set-up/delivery

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speakmpls.com



### Take Ownership

We support you to own your storytelling power and direct how narratives are shared.



### Shift Representation

We welcome and represent the entire spectrum of voices that make Minneapolis special.



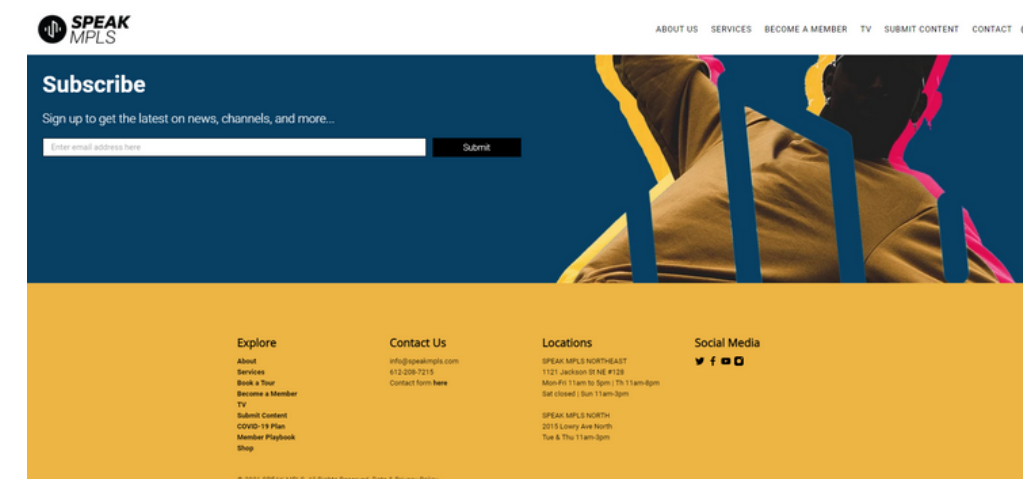
### Amplify Your Story

We provide media services and platforms to help you create and amplify your content.

## Become a member

Gain access to our exclusive member portal and network of media-makers, with a full suite of resources and opportunities.

Broadcaster	Storyteller	Non-Profit
Individual Membership \$10/month   \$100/year • Access to free airtime • Community media portal <a href="#">Sign Up Now &gt;</a>	Individual Membership \$20/month   \$200/year • All Broadcaster benefits • Access to media services <a href="#">Sign Up Now &gt;</a>	Organization Membership \$35/month   \$300/year • 2 Storytelling Memberships • Access to media services <a href="#">Sign Up Now &gt;</a>



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# Data Workflow Process

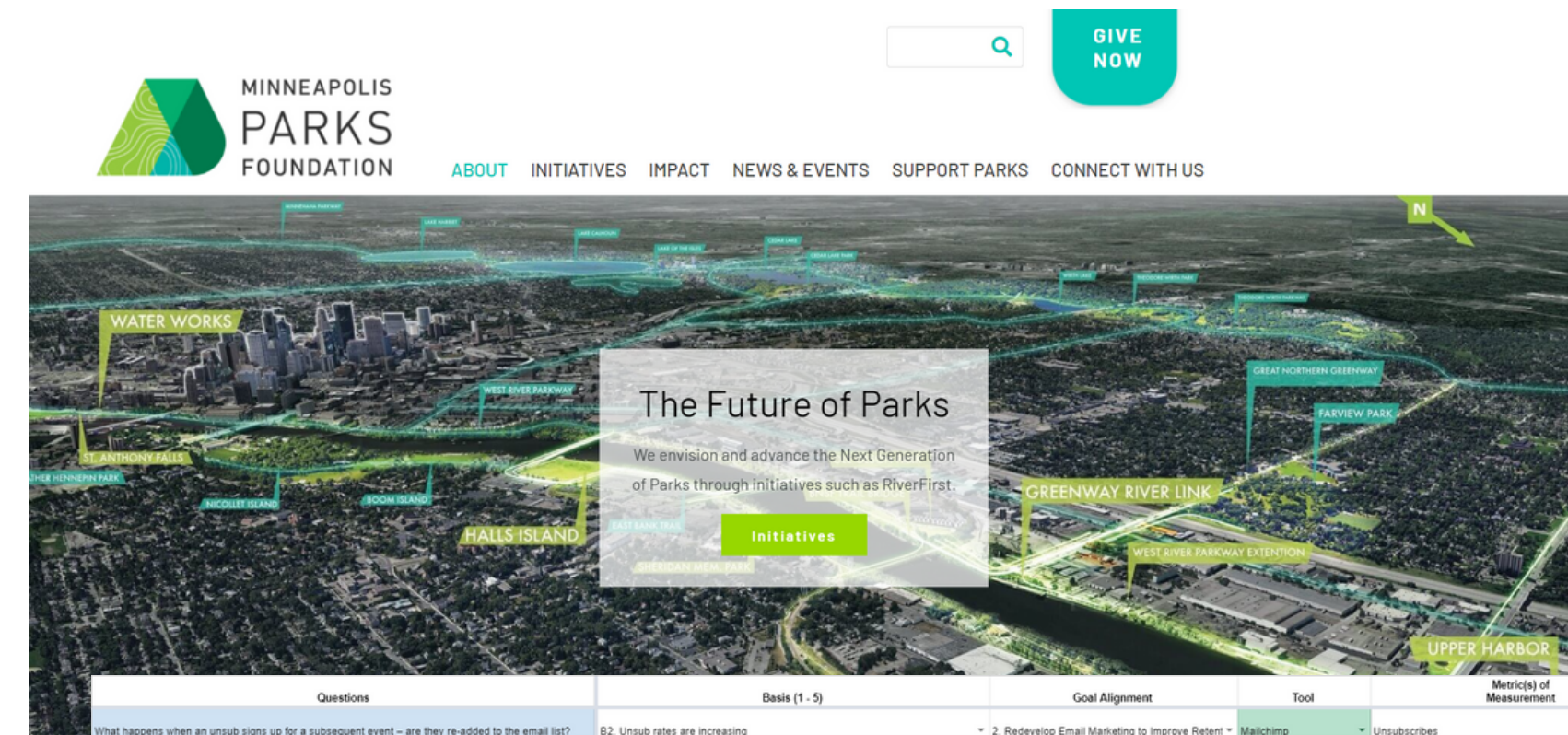


mplsparksfoundation.org

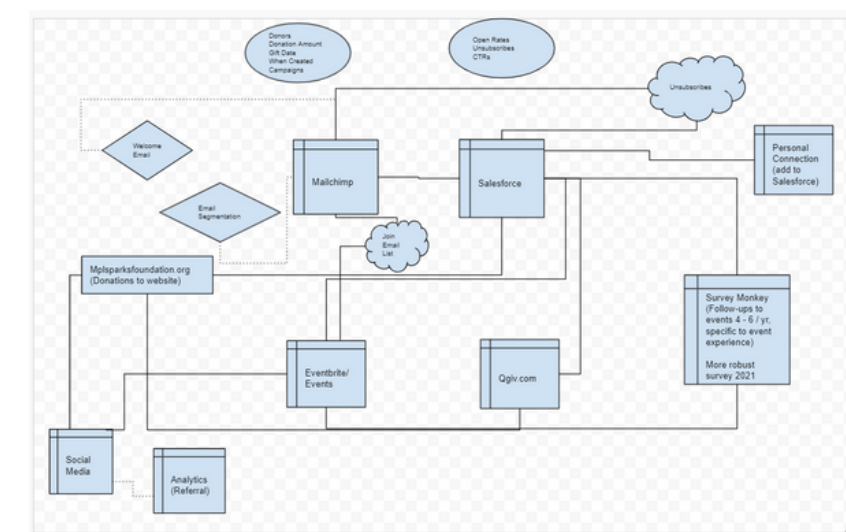
Monicat Data provided data workflow process guidance for Minneapolis, MN based **Minneapolis Parks Foundation**, working to advance the next generation of parks.

## Data Workflow Process Gains:

- Alignment of multi-platform metrics with 2021 research & engagement goals of the foundation.
- Establishment of team member platform ownership and metric responsibility
- Delivery of a metrics organizer aligning data with goal bases, organizational questions, platform tools and metrics.
- Delivery of data workflow optimization recommendations, donor persona strategy and customer value proposition motivations.



Questions	Basis (1 - 5)	Goal Alignment	Tool	Metric(s) of Measurement
What happens when an unsub signs up for a subsequent event – are they re-added to the email list?	B2. Unsub rates are increasing	2. Redevelop Email Marketing to Improve Reten	Mailchimp	Unsubscribes
How do we monetize appeal emails (appeals for donations)? Other emails? Do we want to?	B2. New website design and content represents opportunity to align email desi	2. Redevelop Email Marketing to Improve Reten	Mailchimp	A/B Content and Message Testing
What other Mailchimp tools should we employ, i.e., "resend" feature, address name, segmentation/tags?	B2. Overall open and click rates are declining	2. Redevelop Email Marketing to Improve Reten	Mailchimp	A/B Content and Message Testing
How often do donors give via the website?	B3. Webform donations not currently a strong source of revenue	3. Increase Online (Website) Donations	Google Analytics	Qoq.com analytics /donate/ CTR
How often do donors give via the website?	B3. Webform donations not currently a strong source of revenue	3. Increase Online (Website) Donations	Qoq.com	Qoq.com analytics /donate/ CTR
What % new or returning donors?	B4. Assumption is that returning visitors are more engaged and will thus be more li	4. Increase Return Visits on Website	Google Analytics	New vs. Returning visitors - Qoq.com
What % new or returning donors?	B3. Webform donations not currently a strong source of revenue	3. Increase Online (Website) Donations	Qoq.com	Qoq.com analytics
What is the audience behavior on the site leading up to donation? Are they returning site visitors or new vi	B4. Assumption is that returning visitors are more engaged and will thus be more li	4. Increase Return Visits on Website	Google Analytics	Acquisition > Referral
What "triggers" – or "would trigger" if it's now method/content – gift giving on the website?	B4. Haven't activated Google plug-ins to track site visitors and demographics	3. Increase Online (Website) Donations	Google Analytics	Behavior > Behavior Flow



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# Data Workflow Process

mnfreedomfund.org



Monicat Data provided data workflow process guidance for Minneapolis, MN based Minnesota Freedom Fund, **envisioning a world where justice restores the humanity and dignity of all involved.**

Data Workflow Process Gains:

- Implementation of single CRM system and automated process to main *and* report performance from 6-separate donor platforms of its newly global donor database.
- Management of unexpected tick in contact data flow from 400 - 1M+ donors in a matter of 3 weeks.
- Segmentation of donor communications and letters by constituent type, size and donation amount.
- Ongoing data maintenance retainer.

## Who We Are

Since 2016, our mission has been to pay criminal bail and immigration bonds for those who cannot afford to, as we seek to end discriminatory, intimidating, and oppressive money bail.



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# Website Re-Design & SEO Demo.

Monicat Data developed a semi-custom **React-Shopify** based e-commerce and blog website for Los Angeles-based music software company Noise Engineering, *all the software effects you need for professional music production and sound design.* [www.noiseengineering.us](http://www.noiseengineering.us)

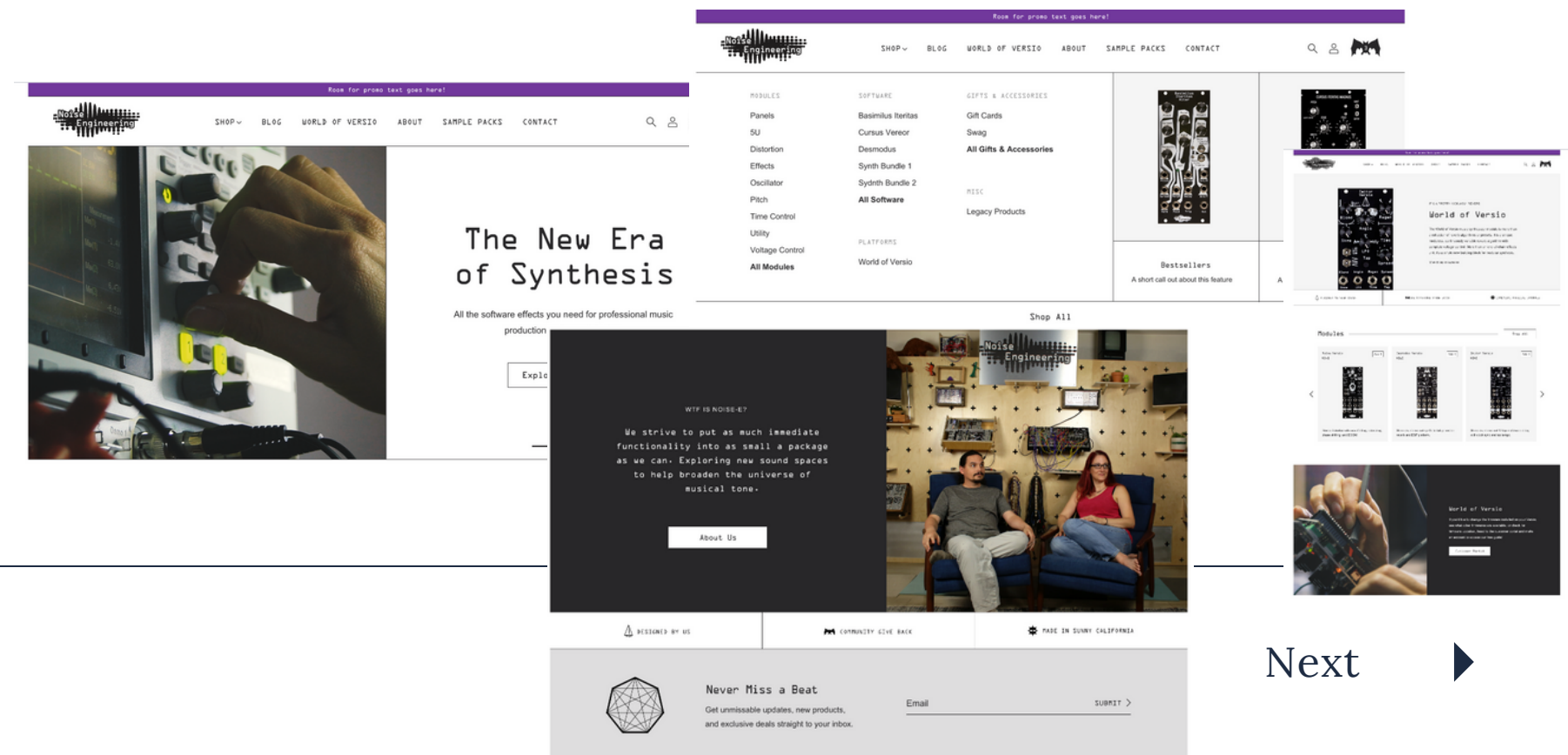
## Website Design Gains:

- **Total implementation time (in-process, 2021): 8-months**
- Simplified website visitor interface
- Complete e-commerce redesign
- Blog structure redesign
- *SEO Strategy Implementation*

noiseengineering.us  
Current / Before



## In-Process After



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# Go-To-Market

forecastpublicart.org

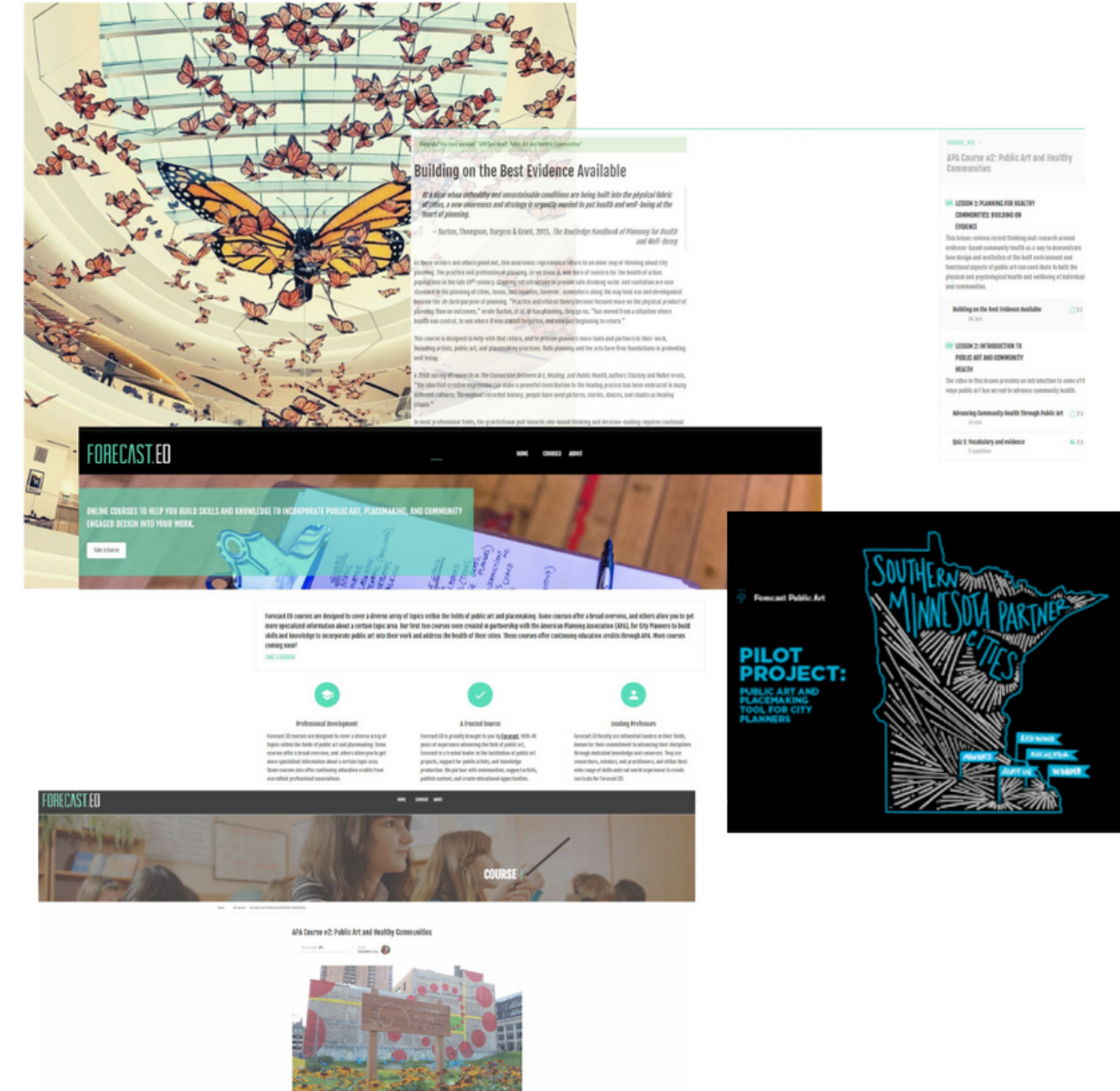


Monicat Data provided technology platform development and qualitative interview support for Minneapolis, MN based **Forecast Public Art**, a nonprofit organization that activates, inspires, and advocates for public art that advances justice, health, and human dignity.

## Gains:

- 5-city regional qualitative research: Rochester, Red Wing, Winona, Austin and Mankato.
- Insight into city planner motivations, support needs across allied professions of architecture engineering and city planners.
- Identification of key features to include in build of FPA Learning Management Systems (LMS), **built by Monicat Data**, supporting Forecast Public art clients and city planners.




**Project Duration:** 13 months



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	<b>Shopify</b> Spring shoe sales	<b>-5.6%</b> SALES RATE	<b>500</b> NEW SALES	⋮
	<b>Eventbrite</b> Fall sales conference	<b>+7.2%</b> ATTENDANCE RATE	<b>\$10,000.00</b> TICKET REVENUE	⋮
	<b>Google Analytics</b> Cart visits	<b>+9.4%</b> ENGAGEMENT RATE	<b>1K</b> NEW SESSIONS	⋮

# Sunsett.io

by Monicat Data

"Growth, the Right Way."

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**Sunsett**  
by Monicat Data

Sunsett.io

**Simple reporting  
for the active  
business owner.**



# Partnership

We are excited to introduce you to [Sunsett.io](#) by [Monicat Data](#).

Our platform offers a wide range of features and tools that are designed to help businesses of all sizes improve their data management and analysis capabilities, so they can make more informed decisions and achieve greater success.

**At [Monicat Data](#), we understand that partnerships are key to the success of any business.**

That's why we are reaching out to leading organizations to explore the possibility of forming a partnership that can benefit both our organizations and the businesses in your community.

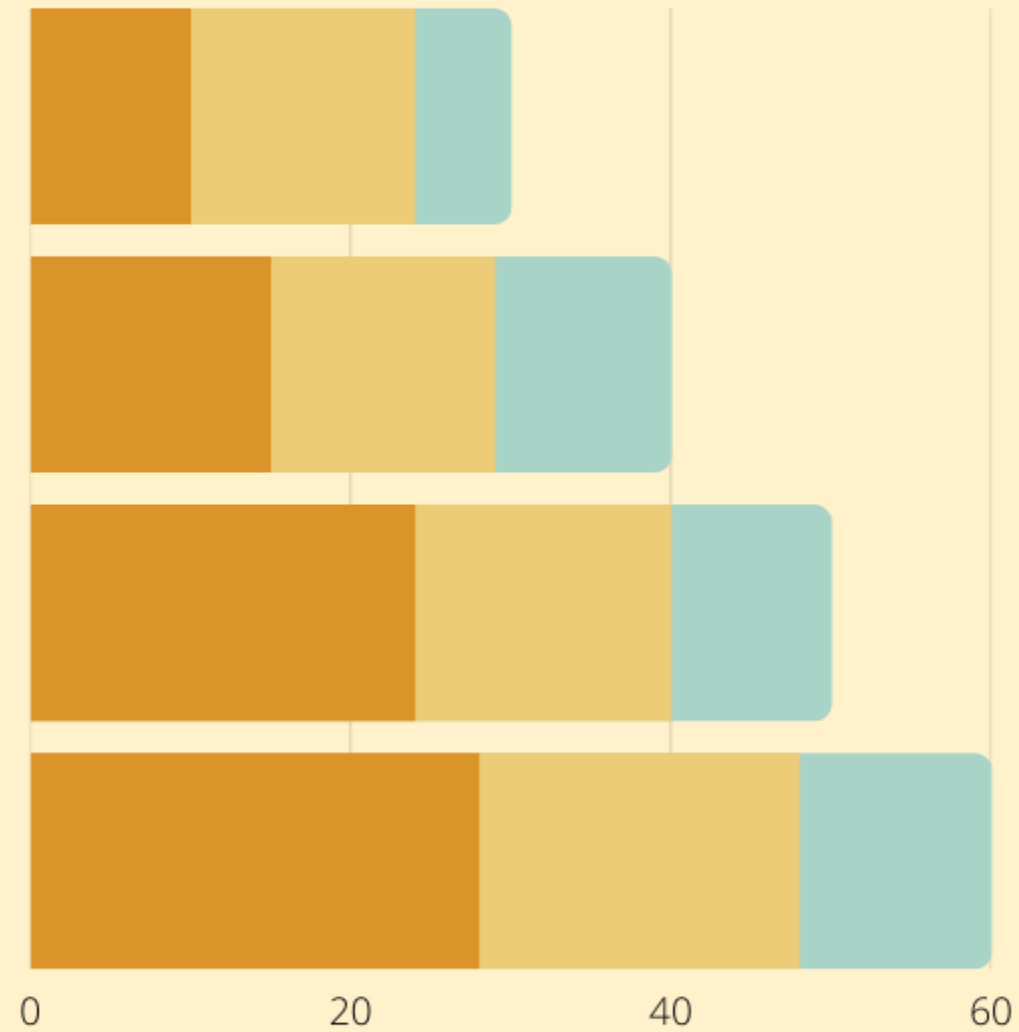
**As a 2024 [Sunsett.io](#) beta partner, [Monicat Data](#) offers your organization a 20% subscription profit share for 6 months, after members switch to [Sunsett.io](#), following a 3-month free trial.**

By partnering with us, your organization can offer your members access to a powerful data management and analytics platform, helping them achieve greater success and drive growth. In addition, your organization earns a commission on all new users that sign up through your referral code, providing a new source of revenue for your organization.

We believe that this partnership has the potential to be extremely beneficial for both our organizations, and we look forward to continued conversation with your organization.

**Jasmine Russell & Cassandra Utt** co-founders of [Sunsett.io](#) by [Monicat Data](#).





# Numbers. Data. Charts.



brand  
manager



Jill

sales



Tyler

designer



# Meet Bebe.



# 31.7 M



# 8/10

small businesses lack an in-house analyst



# The Solution



Performance Updates



Create Projects



Set Goals



Detailed Reports

# Growth is on the Horizon.

**Built For:** Marketing Directors, Creators, Digital Strategists, Product Managers, Startups, Consultants

**Free  
Plan  
\$0!**

Starter

**\$23 /mo**

**Workspace Limits**  
Single user account  
Up to 2 data connects  
Up to 2 active projects  
Up to 4 active goals  
Up to 1 saved report

**Features**  
Data insights, Email Alerts, Performance Notifications

Free 7-Day Trial

Professional

**\$49 /mo**

**Workspace Limits**  
Up to 2 collaborators  
Up to 4 data connects  
Up to 8 active projects  
Up to 4 active goals  
Up to 4 saved reports

**Features**  
Data insights, Email Alerts, Performance Notifications

Free 7-Day Trial

Team

**\$130 /mo**

**Workspace Limits**  
Up to 4 collaborators  
Unlimited data connects  
Unlimited active projects  
Unlimited active goals  
Unlimited saved reports

**Features**  
Data insights, Email Alerts, Performance Notifications

Free 7-Day Trial





# Keep in touch

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