
Big Data for Executive Pastors

Understanding what it is and how to use it

Dave Travis - Leadership Network and Generis

Big Data: What is it?

- Using very large data sets to see patterns, trends and associations between data points.
- Relating to human behaviors, beliefs, attitudes, habits.
- Also includes demographics, wealth/income/ownership.

Where's big data come from?



1st Party Data

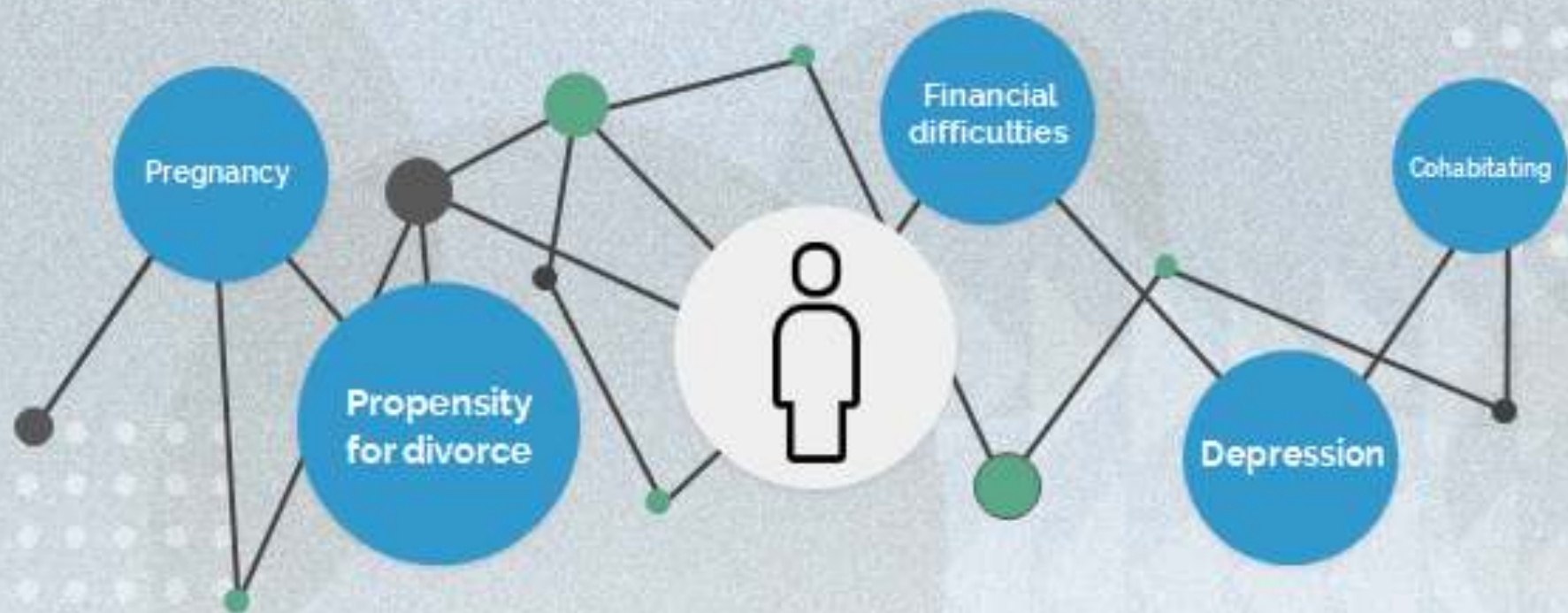
Information you collect from your own congregants and community



3rd Party Data

Information generated from outside organizations, platforms or websites

*Insights from Big Data can
predict outcomes and behaviors*



ACTIVATE

*Household income
between \$110-\$140K*

*Female,
age 30-35*

*Expecting
a child*

*At risk for
divorce*





This is not new

→ **1980s**

Some will remember the marketing profiles used with catchy names.

→ **Then mainly geographic**

Prosperous Professionals, Affluent Grays, Settled Suburbia

→ **But now we have 2500 more datapoints - allowing us to target individuals**

Who controls?

Apple controls our phones (if they're iPhones).

- **Facebook** controls our access to people.
- **Google** controls our access to information. (75% of all searches and half are on mobile) but 89% of mobile search is google.
- **Amazon** controls our access to goods and many software services.

Remember!

Facebook just turned 15. 62% of Americans are on it. 80% of teenagers on it.

60 M smart speakers as of fall 2018 - Alexa is winning that race for now.

11% of Americans not connected.

You can't ignore

Digital Outreach to reach the 89% of Americans that are connected.

Churches already collect data

- On members, non members, one time attenders.
- Attendance, marital status, giving.
- Volunteer roles, activities.
- Address, email, phone
- Wifi connection data
- See Generis Church Analytics



**So you are already
in the business.**

**Time to go
PRO**

Types of tools

Gloo - Builds custom audiences to activate and score your own data.

Facebook - Facebook ad targeting.

Geo location applications such as Front Porch.



How it works

→ **External Messaging**

Reaching specific audience with specific messaging using digital or hard mail.

→ **Internal messaging**

Targeting groups inside your CMS
According to relevant profile

Location Audience

Location
3655 Grahams Port Drive, Snellvi...

Radius
9mi
1mi 25mi 50mi

Audience Filters Clear Filters

Addiction & Behavioral Health

Demographics 6

Marriage & Family 2

Personal Finance

Spirituality

Generation: Gen Z OR Millennials OR Gen X AND Length of Residence: 3 - 5 Years OR 1 - 2 Years OR <1 Year AND Children Pres: Children 3 - 5 Years Old OR Chi Audience Size: 9,551 Save Audience

Spirituality

Altruist Index
 Low Moderately Low Moderate Moderately High High

Religion
 Buddhist Catholic Ethiopian Orthodox Hindu Muslim
 Jewish Lutheran Mormon Eastern Orthodox Protestant

Spiritual Posture
 Unresponsive Spiritual but not Religious Exploring Faith
 Committed to Faith

Donor in Household
 Donor Present

Devotional Reading
 Reads Bible or Devotional

Motivational Dimensions - Low
 Low Appearance Aspirations Low Continuous Learning

Motivational Dimensions - Medium
 Medium Appearance Aspirations Medium Continuous Learning

[Help](#)

Tools coming this year:

- Scores for Leadership
- Small Groups Leaders
- Task Team Leaders
- General Volunteers



**Via gloo and
Leadership Network
propensities**

Cases

Sun Valley Launch Case

Net Promoter Case

Marriage Outreach

Guest Follow up

Making Data a tool for decision/action.

Giving data a seat at the table.

Get on board:

Data policy

Team

**Leadership Network
Accelerator**

