WIN AD

Benchmark – Fact Sheet

Win AD's Benchmark: Create custom graphical comparisons across D-II schools' key performance indicators.

We built the Benchmark module to allow ADs to create custom graphs to see how your program stacks up on metrics you select along with visual assessment tools to evaluate past performance and future plans.

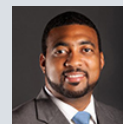How does our ticketing revenue compare to our marketing spending in basketball?

How can I quickly compare football W/L data alongside recruiting spending?

How I can compare multiple *Win AD* data points for custom groups of schools?

Where do we rank among peers in institutional support revenue?

Win AD's Benchmark module is designed for every AD who wants to visually benchmark data in custom graphs and bring unlocked data to life in customized comparisons.

> *"Win AD is an invaluable tool. It's a tool that helps you at every turn and pays for itself."*

Harry Stinson II
Director of Athletics, Lincoln University
(484) 365-7349

→ ### *Win AD's* Benchmark module allows you to:

› Illuminate opportunities through trend analysis to optimize decisions

› Increase information richness to gain measurable competitive advantage

› Exploit data-driven insights in ways that even non-experts can understand and act upon

› Provide visual analysis for donor solicitation, presentations and campus leadership