

# GOSECURE APPLIES DATA AND ANALYTICS EXPERTISE TO HELP PELOTONIA RAISE MONEY FOR CANCER RESEARCH

GOSECURE

CASE STUDY

## NONPROFIT RETAINS BIKE RACE RIDERSHIP AND FREES UP EMPLOYEE TIME THROUGH PREDICTIVE MODELING AND ENSURING DATA ACCURACY

### BACKGROUND

Founded in 2008, Pelotonia was established to fund life-saving cancer research. As a centerpiece of its year-round fundraising efforts, the nonprofit hosts a three-day experience that includes a weekend of cycling, entertainment and volunteerism. In its first ten years, Pelotonia raised over \$184 million for cancer research. As long-time Pelotonia sponsors with the shared belief in a cancer-free world, the GoSecure team wanted to use its subject-matter expertise to help the company head-on. The two organizations focused on two projects: rider retention and data duplication.

### SOLUTIONS

#### Focus rider retention efforts where needed

Pelotonia wanted to target previous riders with a personalized campaign that would help retain them in the future. GoSecure developed an advanced analytics solution that predicted with greater than 90 percent accuracy which riders would likely return or not return.

#### Ensure accuracy of records

After dealing with several software transitions since inception, Pelotonia had encountered some duplication of CRM (customer relationship management) data records in its database (e.g., multiple email addresses for the same participant), causing many time-consuming inefficiencies for the staff. GoSecure developed a matching algorithm that aggregates similar records and enables automated record retrieval.

### BENEFITS

Pelotonia increased its reach and impact within the community, created opportunities for growth, tailored its retention efforts and improved its fundraising with GoSecure's predictive modeling solution on race ridership. Additionally, the cancer-research company increased employee productivity and cleaned up over 100,000 records with a matching algorithm. The two companies continue to support each other, the community and the fight against cancer.



PELOTONIA®

*"GoSecure's efforts to help our organization leverage data provided us with valuable insights about our constituents' behaviors, enabling us to create better experiences for our community. We are fortunate to have partners in the community like GoSecure who share our vision for a cancer-free world."*

—Joe Apgar,  
Chief Operating  
Officer

GOSECURE

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### ABOUT GOSECURE

GoSecure is a recognized cybersecurity leader and innovator, pioneering the integration of endpoint, network and email threat detection into a single Managed Detection and Response service. The GoSecure Titan® platform delivers predictive multi-vector detection, prevention, and response to counter modern cyber threats. GoSecure Titan MDR offers a detection to mitigation speed of less than 15 minutes, delivering rapid response and active mitigation services that directly touch the customers' network and endpoints. For over 10 years, GoSecure has been helping customers better understand their security gaps and improve their organizational risk and security maturity through MDR and Advisory Services solutions delivered by one of the most trusted and skilled teams in the industry.

To learn more, please visit: <https://www.gosecure.net>.