

IMM Suite Overview

Define and measure your impact to elevate community voices, increase mission-aligned funding, build a culture of learning, and drive stronger outcomes for the individuals and communities you serve.

The world deserves a data-driven social impact sector.

At UpMetrics, we believe that data is the most powerful resource we have for accelerating meaningful and lasting social change. That's why we purpose-built a solution that connects the impact ecosystem to streamline and elevate the way it uses data for good.

Our IMM Suite supports a simple-yet-strategic approach to impact measurement that guides mission-driven organizations to define measurable impact goals, and then collect, analyze and leverage impact data to track progress, communicate outcomes, and drive greater social and environmental change.

Our Approach

- **Define** - Drive clarity around your impact strategy by creating an impact framework that outlines clear, measurable objectives.
- **Collect** - Use customizable surveys, import data from spreadsheets, or leverage third-party integrations to collect and organize all relevant data in one centralized location.
- **Analyze** - Visualize your data in dashboards to understand outcomes and track progress towards goals. Flexible filtering options also help you segment and analyze your data from different perspectives.
- **Leverage** - Use your dashboards to simplify reporting, unlock hidden insights that help you to lead more strategically or maximize impact, and to drive effective decision-making. Easily demonstrate outcomes across key performance metrics to relevant audiences and stakeholders, and more effectively tell your story of impact.

 To explore the powerful features in our IMM Suite visit www.upmetrics.com/platform



We recently received \$1.3M in grants from the US government due to exceptional impact measurement & reporting, because these are the kinds of grants that require real data.

Sarah Blais,
Executive Director at
NewBo City Market



The platform has cut our reporting time in at least half, if not more. It's also reduced the need to hire external evaluators because the platform helps us do more advanced analysis ourselves.

Jessica Mater,
Managing Director at
America Scores Chicago



Visualizing our data has allowed us to share information with partners in a more streamlined way. Now we simply send a dashboard link to our partners which they know will be automatically updated monthly.

Matt McKeever,
Sr. Manager of Evaluation,
Markle Foundation