

The Gloo User Guide



Gloo is the world's first data and analytics platform built for personal growth and development for the faith ecosystem.

Gloo helps churches become MORE INFORMED, BETTER CONNECTED AND FULLY EQUIPPED.

We equip ministry leaders with technology, data, expertise and community designed to help them see more growth and more life change in the people they serve. Every day, our customers achieve powerful impact as they advance their missions.

At Gloo, we don't just build great apps. We focus on the right insights, connections, and friendly tools that make it easier for the Church to unleash the immense capacity it already has.

By helping churches and people connect to each other, and then powering those connections with the right tools, we extend the Church's capacity to reach, know, and move every person it serves.

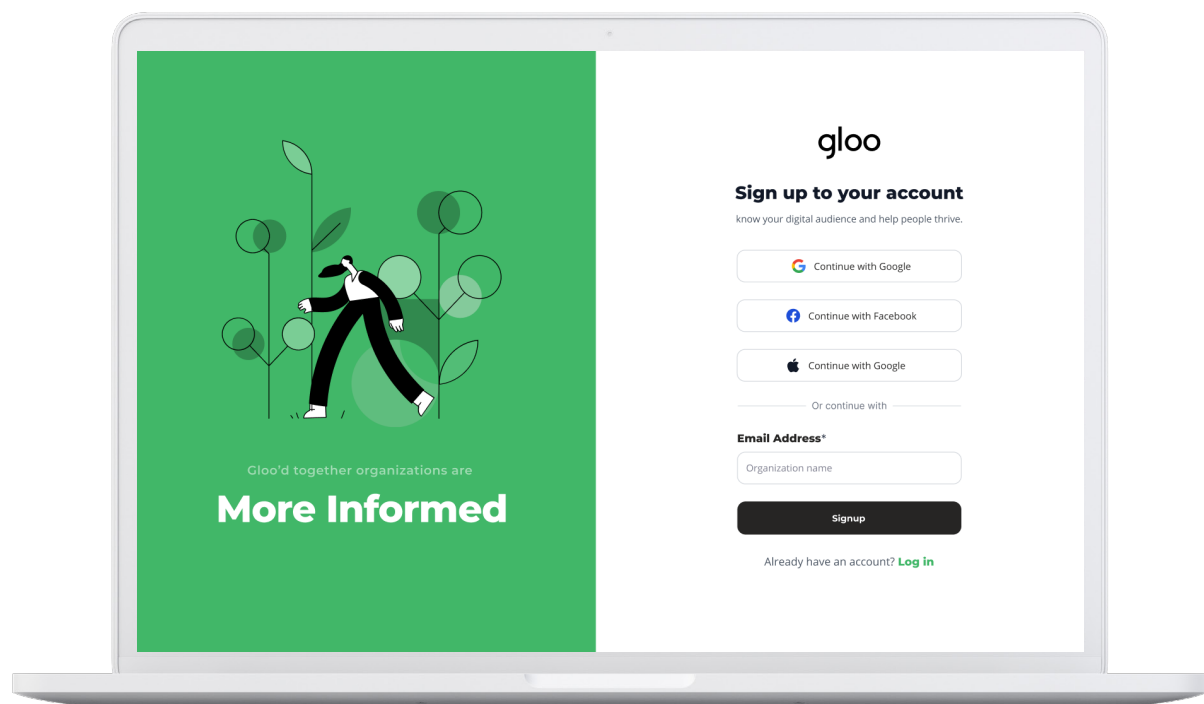
Welcome to the new Gloo experience

At Gloo our objective has always been to build a platform that makes it easier for you to access powerful tools you need to reach, know, and move more people.

As we deepened the platform's capabilities to better serve our users, we began to hear that sometimes Gloo had begun to get overwhelming to keep up with the evolving needs of our churches and address the latest concerns.

As we welcome you to the new Gloo experience, we acknowledge that change can be hard, but progress is powerful – and we're excited to be able to use your feedback to rethink our solution.

The new experience combines the functionality you want with the ease of use you need to be more effective and enjoy your time spent in Gloo even more.



Getting Started

HOW TO LOGIN or SIGN UP and MANAGE YOUR ORGANIZATION

Both Churches and Networks can edit and update organization and profile information with categories specific to their organizational type.

Current Users: If your organization currently has a Gloo account, simply sign in with your current account information on this page: platform.gloo.us. If you have forgotten your password, continue the steps to retrieve your password and login.

New Users: If you are creating a Gloo account for the first time for your organization, there are 2 options to signing in:

- a. SSO with Google, Facebook, Apple
- b. Or use an email address and create a password

Existing and New Users: Continue through the prompted steps to complete or update your profile. Add general information including the physical address of your organization, email, phone number and website. Connect your social media accounts and upload featured images that represent your organization.

Have multiple campuses? No problem. You'll also be able to add additional locations to your organization along with inviting and managing new users to your account. You can determine who's a staff member or an administrator in your Gloo account.

Read our Terms and Privacy statements:

[Terms of Service](#)

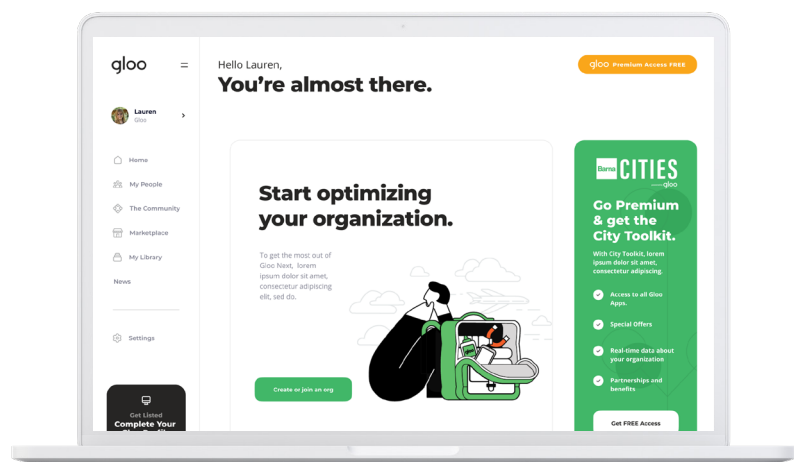
[Privacy Statement](#)

A New Home Base

Our goal with the new Gloo is to make your experience within the app easier and more productive by surfacing what's most important and discovering what's new.

The first place you'll notice an improvement is when you sign in and are taken to **Home**.

Home is a distraction-free, dynamic space that is built to bring you relevant updates and news from around the ecosystem, and help you get where you need to go next.



Manage Your Subscriptions

In this section, you will be able to easily manage any premium features to your account. Purchase or manage your Barna Access Account, use coupon codes to join a current initiative available in your city, or manage items you have already purchased.

Curious about membership tiers? See our helpful diagram.

Feature	FREE Gloo Account	PREMIUM Gloo Account included in Barna City Toolkit Scholarship
Create + Manage Organization	●	●
Create extended Profile	●	●
Ability to add Multi-Campuses	●	●
Access to Community demographics	●	●
Access to Interactive Explore Map	●	●
View City Campaign Results	●	●
Access to Assessments Library	●	●
Access to Marketplace Offers	●	●
Access to the News	●	●
Barna Access	●	●
Barna Access Plus	● *except for BAP-only subscribers	●
Knowledge & Support Center	●	●
Profile in Churches Care Directory	●	●
Profile promoted in local ad campaigns	●	●
Invitation to exclusive Barna events	●	●

Barna Access Plus + Free Gloo

	Monthly	Annual
Individual	\$19	\$184
Team up to 10 users	\$49	\$471
Organizations 10+ users	Call for pricing	Call for pricing

Gloo Premium Bundle and City Toolkit

Small: \$1300	Medium: \$1900	Large: \$3300
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Learn more about the people you serve

My People is still under development and will be coming later this year. We are refining this feature that allows you to better understand how your people are doing using Gloo's unique capabilities and more. If you are currently a subscriber to Insights+, you will still have access to your previous account.

Learn more about the people, neighborhoods, and ministries near you

The Community

We've stripped away some of the clutter to focus on the things that matter most. In **The Community** you'll find quick access to key insights on the health and wellbeing of your city through a redesigned Community Report, a powerful view of local churches and city ministries, and real-time updates on outreach campaign performance.

The Community showcases demographics and data that tells the story about how the people within a five mile radius around your church are doing in key dimensions of flourishing. View data from these six categories:

- **Demographics:** Generational, residence, and ethnicity data
- **Faith:** Information about spiritual styles and religious affiliations
- **Family:** The relationship status and marital needs of the population, along with the presence of children
- **Finance:** Income, debt, and discretionary income of the population
- **Vocation:** How population members feel about sense of purpose and belonging
- **Health:** The mental health and propensity for addiction of the population

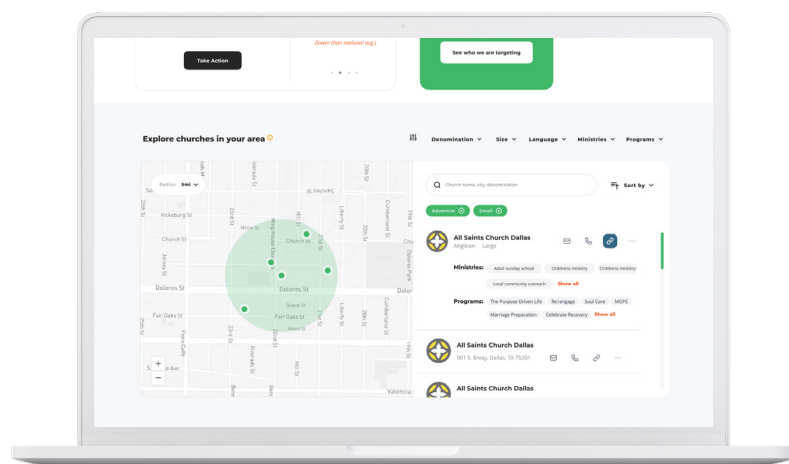
A downloadable version of the Know Your Community report is not available until later this year.

Explore Churches

The **Explore Churches** map allows you to explore other churches in your city who have joined the Barna Cities initiative and completed their profiles.

Explore by:

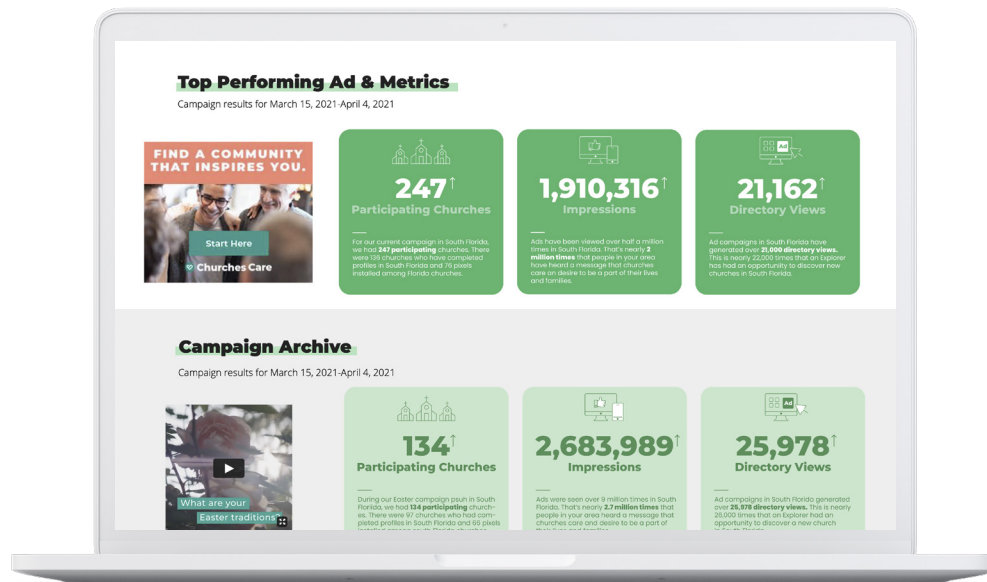
- **Denomination**
- **Size**
- **Language**
- **Ministries**
- **Programs**



Current ad campaigns

View the recent data and metrics on the current advertising campaigns we are running in your city on behalf of your church*, including impressions/reach, directory views, number of church profiles seen. Click through to our Campaign Hub to view sample ads running in your city, access training resources on how to respond to connections and compare metrics to previous campaigns.

*Currently, these ads are running in 4 cities: Columbus, Kansas City, Dallas/Fort Worth and South Florida.



About our data

Gloo combines thousands of data attributes on 245 million people in the U.S. so that you can understand each person in your market and how you might engage with them. And all of that data is heavily protected according to industry-leading privacy and security best practices.

Gloo's base file is sourced from Wunderman. Wunderman has some of the industry's most precise person-level data that is sourced, stored, and used in ethical and secure ways. We also source additional attitudinal dimensions from Kantar, a leading and trusted consulting partner. Both are subsidiaries of WPP.

Gloo's data models (like propensity scores) are built in-house and go through a rigorous design, build, test, and improvement process.

For more information about how we collect, store, and utilize data, visit our Trust Center or speak to your customer service representative.

Explore resources, events, courses, memberships, and more

The all new Marketplace is a growing collection of resources for church leaders. Explore memberships, courses, group curriculum, videos, consulting and more. These resources are free to all Gloo accounts for the first 90 days, through November 15th. Thereafter, some partner offers will only be available to our Premium Members. Check back often for additional offers to be listed!

Assessments

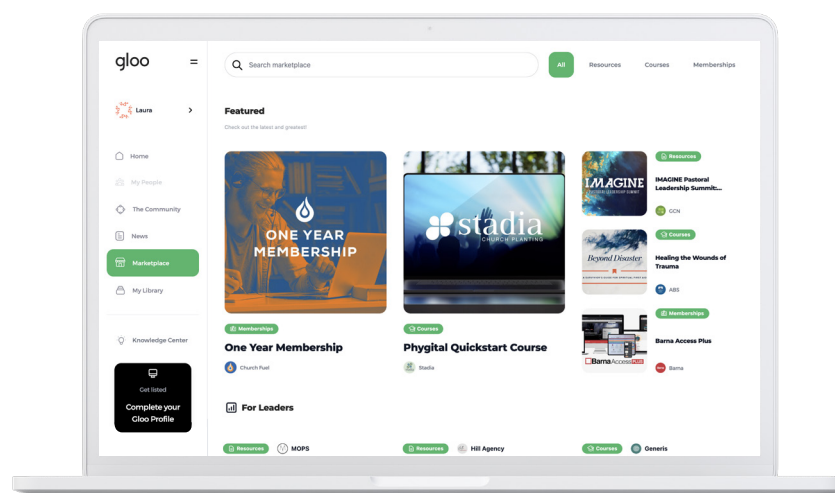
Access a large collection of assessments for your congregation from Gloo, Barna and Reveal, both in Spanish and English. Customize and send to your congregation. View and share results with your leadership team.

Barna Access + Barna Access Plus

Barna Group provides spiritual influencers with credible knowledge and clear thinking, enabling them to navigate a complex and changing culture.

Barna Access is available to all Gloo accounts and provides a limited portion of Barna's data. It's the place you go to learn about and participate with assessments and customizable polls you can use in your church.

Barna Access Plus is a premium feature for individuals, teams and organizations. Barna Access Plus includes 6 premium channels of curated content just for subscribers, including everything in Access, AND all Barna research books, visual media library, exclusive data, interactive workshops & courses. You and your team can browse as much content as you want, whenever you want, without a single advertisement. There's always something new to discover with new content and media added regularly.



Learn best practices, practical how-to's and go beyond the basics

The **Knowledge Center** is where you'll discover our assortment of in-depth resources. These resources were created with you in mind—equipping you with not only the technical expertise needed to successfully navigate Gloop, but also to fuel your ministry strategies. You'll find practical how-to's, in depth playbooks, support articles, videos and more.

- **Gloop Academy:** Consider this your Gloop 101 portal – product guides, playbooks, and more can be found in the academy.
- **Support Center:** The answer to every question you might have about the inner workings of the Gloop product in our searchable support center.
- **Campaign Hub:** Your one-stop-shop for everything related to campaign activity – performance, insights and resources on taking the next step.

The Knowledge Center exists not to overwhelm you with a long reading list of product manuals, but rather to inspire you to take the next step, to allow yourself to explore what's right for you as you create your own journey at Gloop, and to ensure you feel supported every step of the way.

Conclusion

This is just the beginning. A redesigned experience that reflects our desire to listen, learn and support the work you're doing today. A powerful platform that feels familiar, yet entirely new. And a stage where you can learn, research, connect and move everyone you serve.

If you have any questions or comments, please contact Customer Support at:

support@gloop.us

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