



DMMAW

DATA STRATEGY FORUM

***HEADWINDS* and Opportunities**

Tuesday, Oct. 18, 2022 | 8:00 AM – 6:00 PM

National Housing Center, Washington, DC



Special Panel

Driving Your Fundraising Program with Better Attribution



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What I'll Cover Today

- ✓ Why Should You Care About Attribution?
- ✓ What Are the Types of Attribution, and what are the Pros and Cons of Each?
- ✓ How Can you Implement (More) Attribution in Your Organization to Scale?



Why Should You Care About Attribution?

- ✓ Connects your spend to your revenue to calculate ROI
- ✓ Ensures you are proving value for more (or all) of your investment
- ✓ Gives you data to drive decision making around your media mix and budget
- ✓ Helps you understand what touchpoints are affecting conversion (and how)
- ✓ Supports your goal to scale!



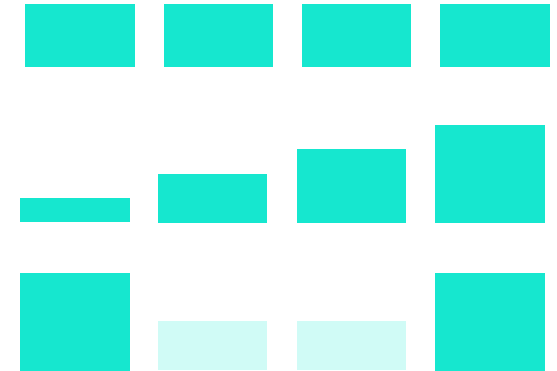
Last Touch / Last Click



First Touch / First Click



Multi-Touch (Linear, Time Decay, Position Based, etc.)



Pros

- ✓ Anyone can do this with their existing ECRM

Cons

- ✗ Weighs heavily toward bottom of funnel
- ✗ Shows preference for Paid Search or Email, which on their own have limited scale

Pros

- ✓ Greater weight toward growth channels

Cons

- ✗ Requires advanced data stitching or specialty software
- ✗ Most first touch data is less than 30 days due to “privacy”
- ✗ May become harder with deprecation of cookies

Pros

- ✓ Factors in logic that helps attribute based on how a funnel works

Cons

- ✗ Requires complex logic
- ✗ Tools can be expensive

Attribution Tips: Beginner

Lift Test

- Test and Control Panel
- Introduce a New Channel and see where Growth Is

Case Study

- A client's YouTube campaigns for Retention Audiences had a higher CPA than goal. It wasn't scaling and it was paused due to performance
- Set up Test and Control panels that showed YouTube lifted overall CVR and Revenue in Test panel

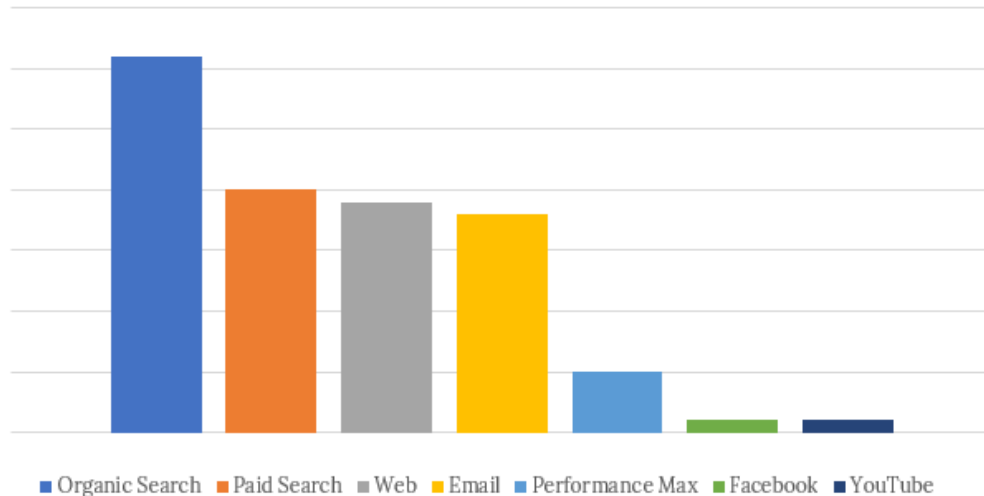
Panel	Audience Quantity	Total Gifts	Total Gift Rate	Statistically different?
Control	61,594	12,017	19.51%	
Test	87,000	17,620	20.25%	Better, at 99% confidence



Attribution Tips: Intermediate

Matchbacks

- Ad Servers or Display / Co-Op Partners can supply the needed data
- Can show lift and/or replicate First Touch Attribution



Case Study

- A client wanted to scale Acquisition; already was running media in Paid Search, Facebook, and YouTube. Uses Last Touch attribution.
- Introduced Display to a client's media mix. After 8 weeks, although we saw limited direct donations, we saw lift across all other channels as a result



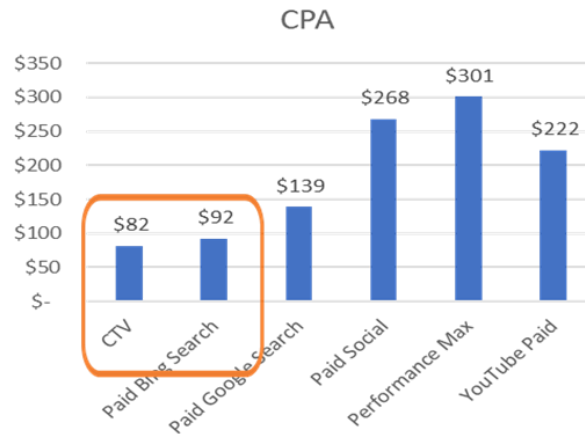
Attribution Tips: Advanced

Multi-Touch Attribution

- Utilize a software program
- Develop an Analytics team to create a multi-touch model

Channels with Most Donation Volume

Last	Linear MTA
Direct	Direct
Paid Google Search	Paid Google Search
Email	Email
Website referral	Website referral
Paid Bing Search	CTV



Case Study

- After Display succeeded, the client was interested in pursuing CTV, thinking its effect on performance would be similar.
- We incorporated an attribution software. When reviewing the data collected during the test period, using Linear MTA, it showed CTV had the lowest CPA of all the channels!





Case Study: Brooklyn Botanic Garden DM Acquisition/Reinstatement Program Results



Acquisition Program Overview

- Historically, two dedicated mailers in the spring:
 - First mailing of 100M pieces scheduled before cherry blossom season (sent early March).
 - Second mailing of 50M pieces scheduled in April during peak Garden bloom (sent mid-April).
- DM offer includes discounted member rates for introductory membership levels, free backend tote premium, deadline request, and member-for-a-day pass.
- Audience includes lapsed members, house prospects (ticket buyers and program registrants), external lists, and co-op identified names.

Creative Overview





Membership Acceptance

Join now → bbg.org/joinpromo



Yes! I accept your invitation to join BBG. I've selected my level below—please extend unlimited free admission and all the other benefits of membership to me for a full year:

<input type="checkbox"/> \$65 INDIVIDUAL	<input type="checkbox"/> \$90 DUAL	<input type="checkbox"/> \$175 FRIENDS & FAMILY BEST VALUE
<input type="checkbox"/> \$225 CONTRIBUTOR FREE BBG CALENDAR!	<input type="checkbox"/> \$500 SUPPORTER FREE PICNIC BASKET!	<input type="checkbox"/> \$750 PATRON
<input type="checkbox"/> \$1,500 PRESIDENT'S CIRCLE		

HURRY!
REPLY BY
JUNE 30
FOR MEMBERSHIP DISCOUNT

Make sure to join online at bbg.org/joinpromo to guarantee your free Sakura Matsuri tickets.

Name _____

Address _____

Address _____

CSV _____

ADMIT ONE

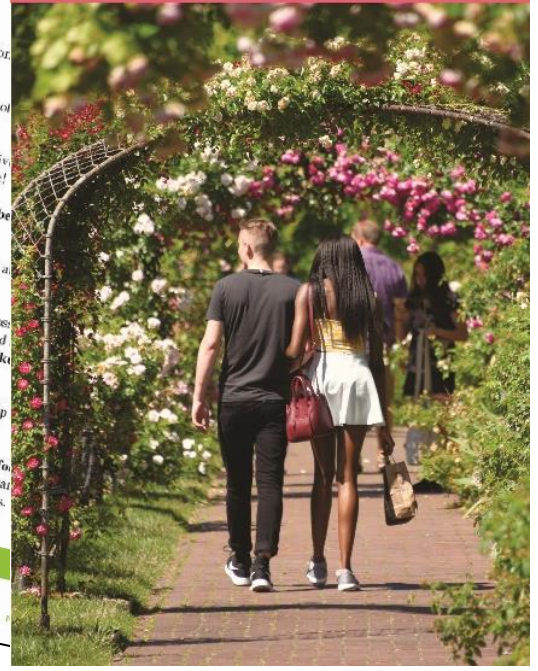
ONE FREE WEEKDAY ADMISSION*

Stop and smell the flowers! Spend a day at Brooklyn Botanic Garden and discover what you'll enjoy for a full year when you sign up as a member.

Join even faster at bbg.org/joinpromo.

Make your check payable to Brooklyn Botanic Garden and return it with this form in the envelope provided. To join by credit card, please see reverse.

1000 Washington Ave. Brooklyn, NY 11225 *See reverse for restrictions.



Creative Overview

Brooklyn Botanic Garden members get more!

ACT NOW!
MEMBERSHIP REOPENED
6/30

Brooklyn Botanic Garden Membership Acceptance

Yes! I want to rejoin BBG. Please extend all the benefits of membership (including unlimited free admission) to me for a full year!

~~\$65~~ **\$60 UNTIL 6/30** INDIVIDUAL ~~\$100~~ **\$90 UNTIL 6/30** DUAL ~~\$175~~ **\$160 UNTIL 6/30** FRIENDS & FAMILY BEST VALUE

~~\$225~~ **\$225 UNTIL 6/30** CONTRIBUTOR FREE BBG CALENDAR! ~~\$500~~ **\$500** SUPPORTER FREE PICNIC BASKET! OTHER \$ _____

 Name _____
 Address _____
 Address _____
 City, State, ZIP _____

Make your check payable to Brooklyn Botanic Garden and return it with this form in the envelope provided. To join by credit card, see reverse or join online at bbg.org/joinpromo.

HURRY!
RENEW BY
6/30
FOR YOUR
FREE TOTE



	GENERAL MEMBERSHIP			GARDEN CIRCLE		
	Individual \$60	Dual \$90	Friends & Family \$160	Contributor \$225	Supporter \$500	Patron \$750
★	★	★	★	★	★	★
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the scenes opportunities, exclusive celebrations, a private dining benefits of the President's Circle, call 718-623-7246.

Our Records
 MRS MS MR DR OTHER _____

1000 Washington Avenue, Brooklyn, NY 11225 • 718-623-7246 • membership@bbg.org • bbg.org
 Brooklyn, NY 11225

* By selecting the general membership option, you'll be billed on paper, postage and other costs, and keep your membership active for as long as you wish. Your renewal will be charged to your credit card on the first business day of the month your membership is due to expire. You will not receive membership renewal notices, and your new membership card and benefit materials will be sent to you annually upon renewal, along with an acknowledgment for the purpose. You can elect to be auto-renewed or charge your membership level at any time by contacting Membership at membership@bbg.org or 718-623-7246.

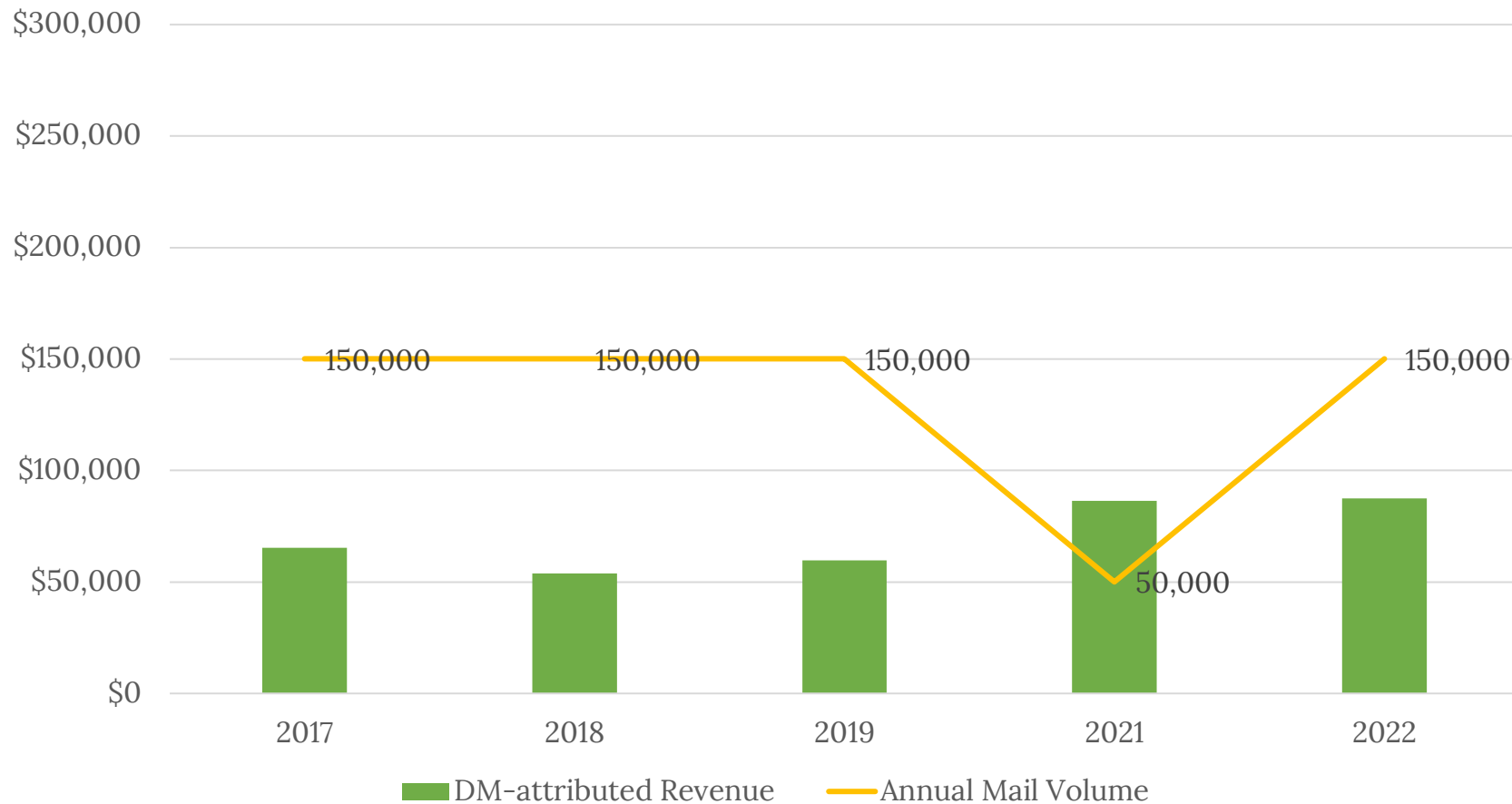


Matchback Methodology

- Matchback reviews all gifts in all channels during a defined lookback period (3 months post mail date for BBG)
 - ID matches (for lapsed and house prospects with a predefined ID),
 - Individual matches (First Name, Last Name, and Address match), and
 - Household matches (Last Name and Address match)
- Response accompanied by reply card or using vanity web URL receive full attribution to DM.
- Response from individuals who received the DM and gave via another channel (general web, other web promotion, onsite, email, etc.) receive full or partial attribution, depending on the channel of gift.

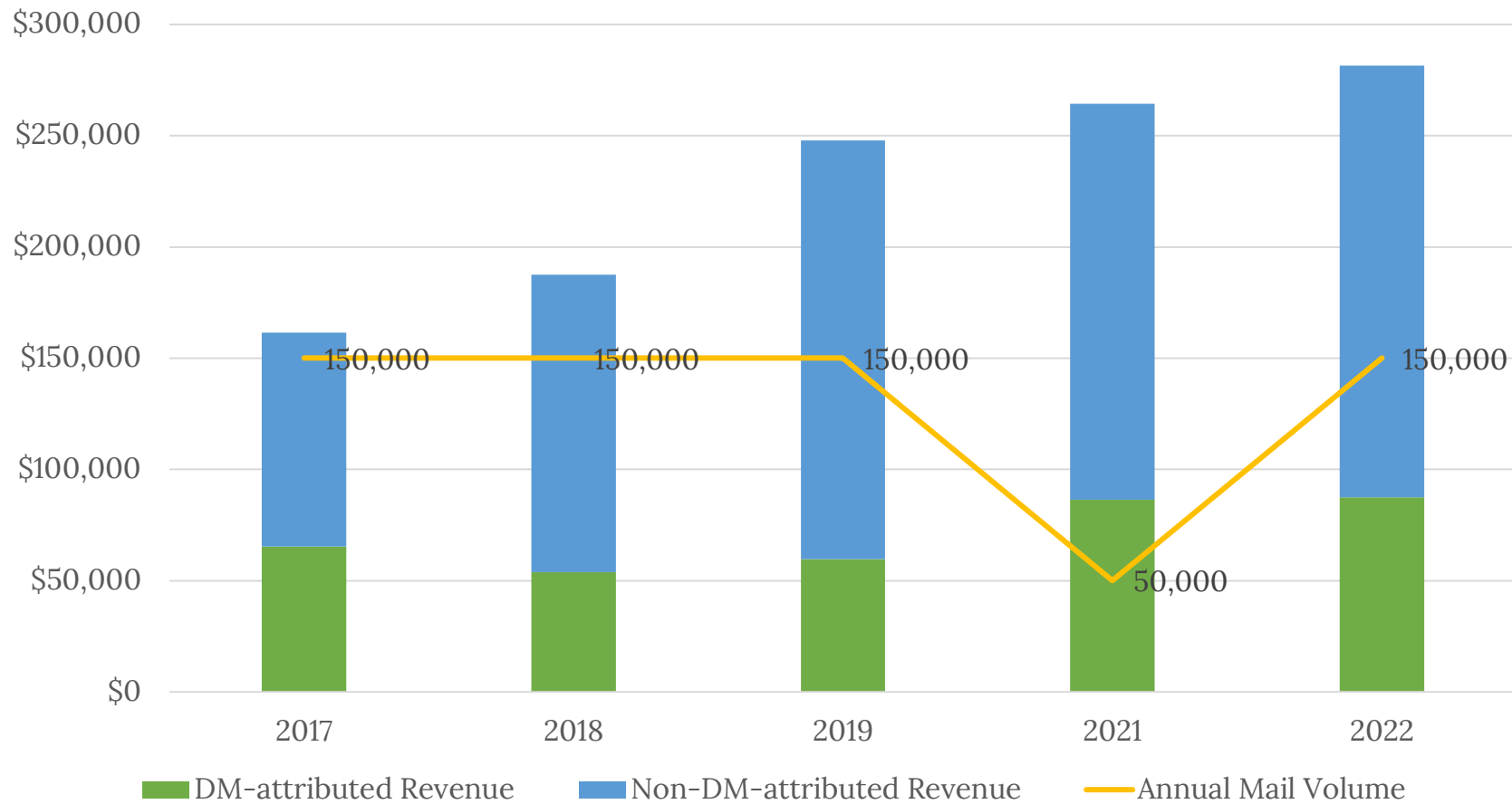
Directly-Attributed Response

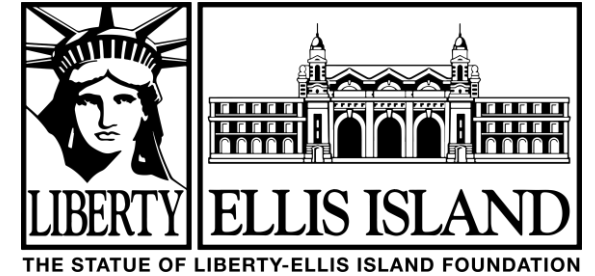
Brooklyn Botanic Garden –
DM Acquisition/Reinstatement Revenue Performance
Directly-Attributed Only



Directly-Attributed & Matched-Back Response

Brooklyn Botanic Garden –
DM Acquisition/Reinstatement Revenue Performance
Directly-Attributed and Matched-Back





Case Study: The Statue of Liberty-Ellis Island Foundation Renewal Program Results



ENGAGING donors MOTIVATING action INSPIRING philanthropy

Renewal Program Overview

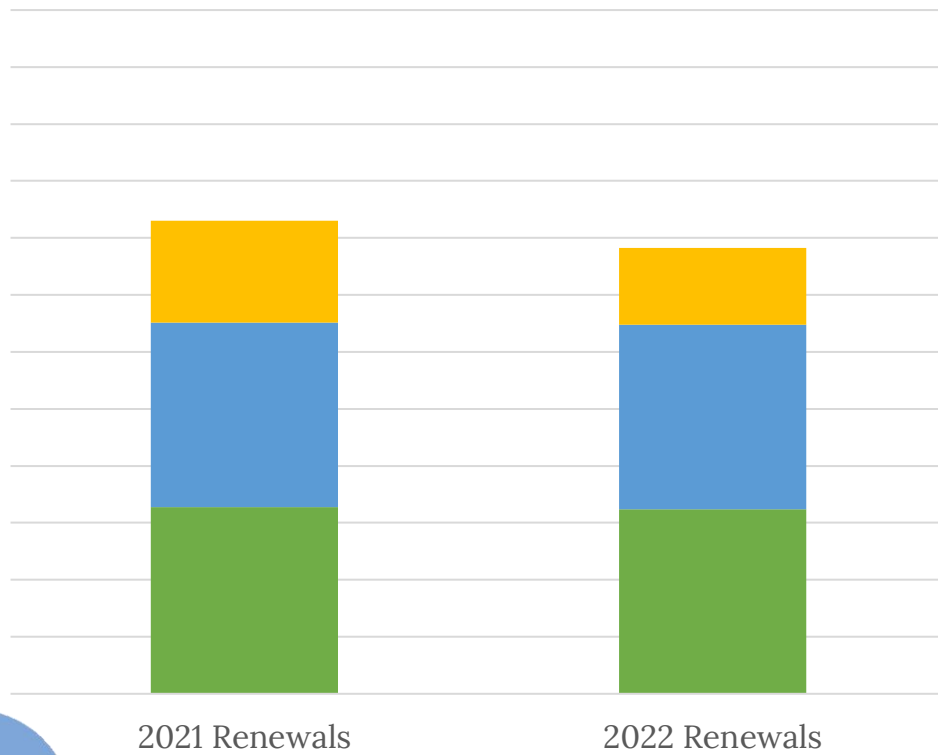
- Four annual renewal mailings between September and April.
 - Renewal messaging for donors within 0-12 months
 - Lapsed Reinstatement messaging for donors within 13-72+ months, varying from year to year
 - Second gift/appeal ask for renewed donors in the R2 and R4 mailings
- Additionally, 3-4 dedicated membership email campaigns, preceding or following DM mailers.
- R1 and R2 sent in the fall and traditionally serve as the organization's year end appeal, generating approximately 20% of the membership program's revenue for the year.



Comparing 2021 and 2022 Revenue

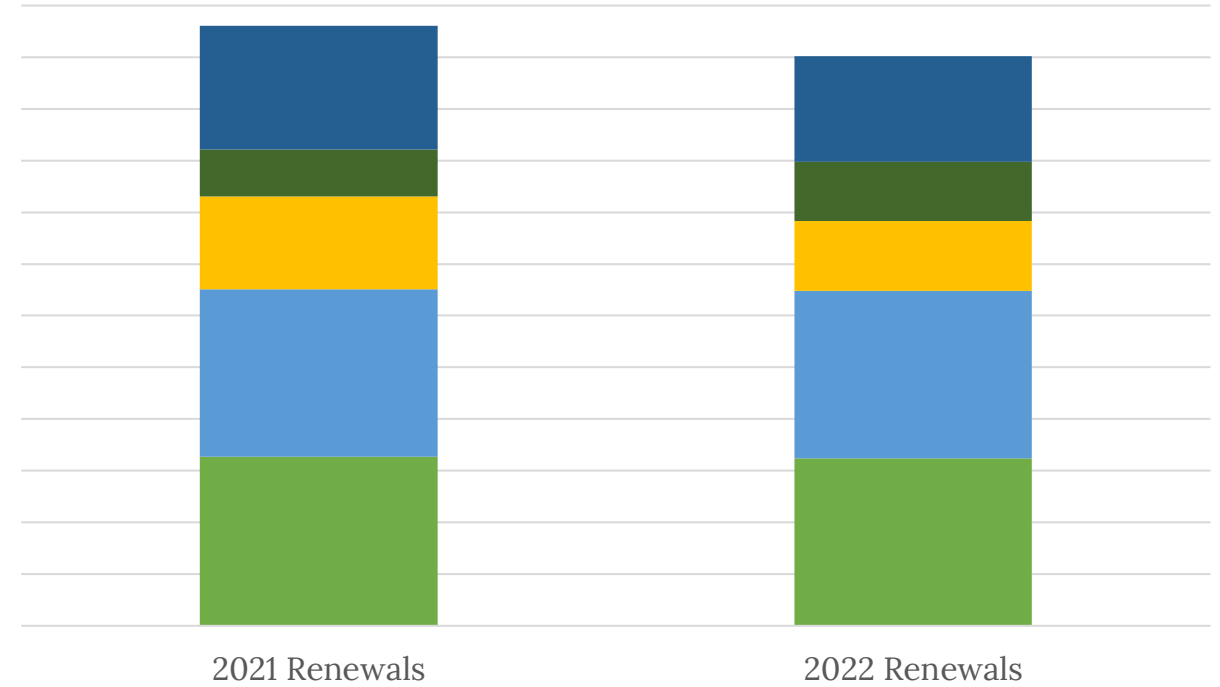
Directly-Attributed Revenue

■ R1 ■ R2 ■ R3



Directly-Attributed and Matched-Back Revenue

■ R1 ■ R2 ■ R3 ■ EM efforts ■ Non-attributed channels



Where was the gap?

- Ukraine and economic challenges?
- Matchback revenue?
- Mailing segment level changes?

Problem → SOLUTION!

- Increasing annual acquisition volume by 250%
- Adding additional touchpoints
- Adjusting the start of the renewal cycle

Thank You



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