



adstra
Nonprofit™



Navigating the Universe of Co-Ops



List Bazaar
May 11, 2023

Presenters

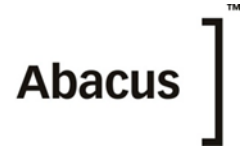


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No Shortage of Options...



Considerations

1

Are you tapping into the right co-ops

- What are some of the differences

2

Best Practices

- Models are staying current
- Proper suppression files are being utilized!
- Results are consistently meeting/exceeding P&L metrics

3

Test New Solutions

- Newest models/AI models
- Balance models
- Commercial models
- Merge Optimization
- Low Dollar Scrubbing



Reactivation- Finding the Best Lapsed Names

For one international relief client, they had a huge lapsed population that was a priority for them to reinstate in acquisition campaigns.

Problem: The segments pulled off data base up until 85+ months were working well. However- after 85+ we were unable to make the names work in the mail, almost falling completely after 96 months. No one wants a 0% response, no matter how small the segment!

Solution: We sent 85+ to two co-ops and had them model the populations. In both cases we were able to improve response and have successfully mailed the deep lapsed segments.

***We have tested around with co-op models. This is not a one size fits all. Some have worked for a year or so while others come in and out of the plan!*

List Selection	Mail Qty	Gifts	Income	Costs	Resp Rate	Avg Gift	Net/Dnr
CO-OP #1 LAPSED 85+	38,545	589	\$29,189	\$20,226	1.53%	\$49.56	\$15
CO-OP #2 LAPSED 85+	13,779	86	\$6,443	\$6,338	0.62%	\$74.92	\$1

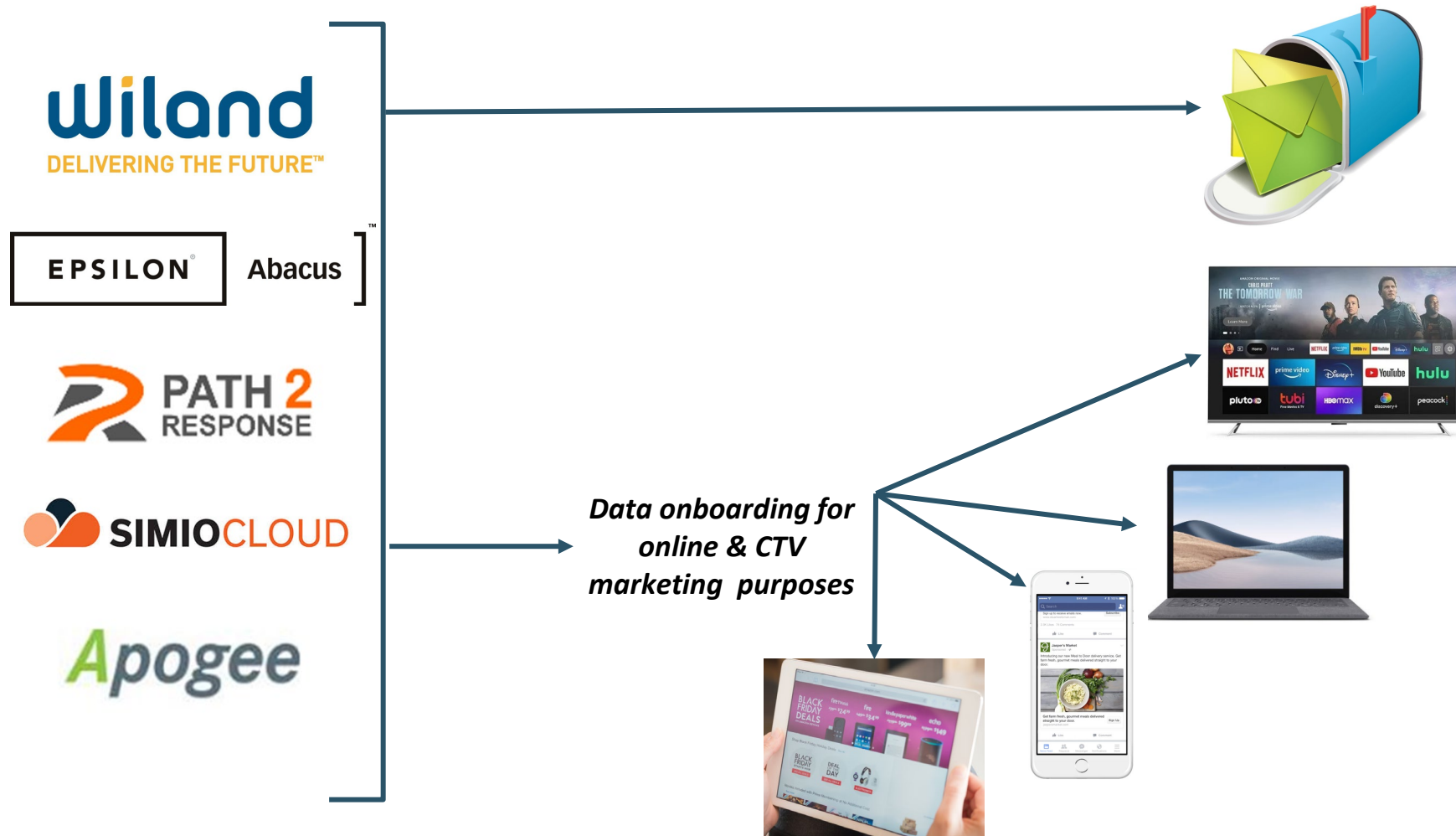
Use some of your best performing models in Balance

Benefits:

- Reduce duplication in merge
- Lower list cost due to net/net terms
- Improve performance due to more recent names



Multi-Channel to Lift DM



Increase touch points with potential new donors by onboarding successful offline audiences online.

Co-Targeting: Prospecting Year End Test: Environmental Mailer

November 2023 List Name	Post Merge Qty
ABACUS	38,860
PATH2RESPONSE	23,004
WILAND	94,672

- 344 incremental conversions and \$138,057 in incremental revenue.
- 46.37% conversion rate lift and 553.09% revenue lift per individual served an ad.
- 11 gifts \$1,000 or greater

Matchback TrueROAS™ Campaign Level Results Details, Individuals

Ad Serving Summary

Date of First Ad Spend:	11/18/2022
Date of Last Ad Spend:	1/8/2023
Total Impressions:	1,434,307

TrueROAS™

ROAS Goal:	1.0
Actual ROAS Performance:	19.7
Actual as a Percentage of Goal:	1,972%

Campaign Budget

Spend Amount:	\$7,000
Campaign Budget:	\$7,000
Percent of Spend:	100%

Campaign Metrics

Reported On: All for the report period from client transaction update data.

Campaign Name	Audience	Conversion Metrics							Revenue Metrics							
		Unique Individuals Served an Ad	Conversions	CPA	Conversion Rate	Conversion Rate Lift	Incremental Conversions	Cost per Incremental Conversion	Revenue	Revenue Per Conversion	Percent Lift in Revenue per Conversion	Revenue per Individual Served an Ad	Revenue Lift per Individual Served an Ad	Incremental Revenue	ROAS	TrueROAS™
GPI_2211_PCT	Served PSA	5,119	82		1.60%				\$2,761	\$33.67		\$0.5394				
	Served Ads	46,274	1,085	\$6.45	2.34%	46.37%	344	\$20.36	\$163,018	\$150.25	346.18%	\$3.5229	553.09%	\$138,057	23.3	19.7

Served PSA Audiences were qualified, but did not see a Client ad impression.
Served Ads Audience saw a Client ad impression one or more times during the campaign.

Abbreviations used in Campaign Names

Match Back: Co-Ops helping to Drive Donors Online

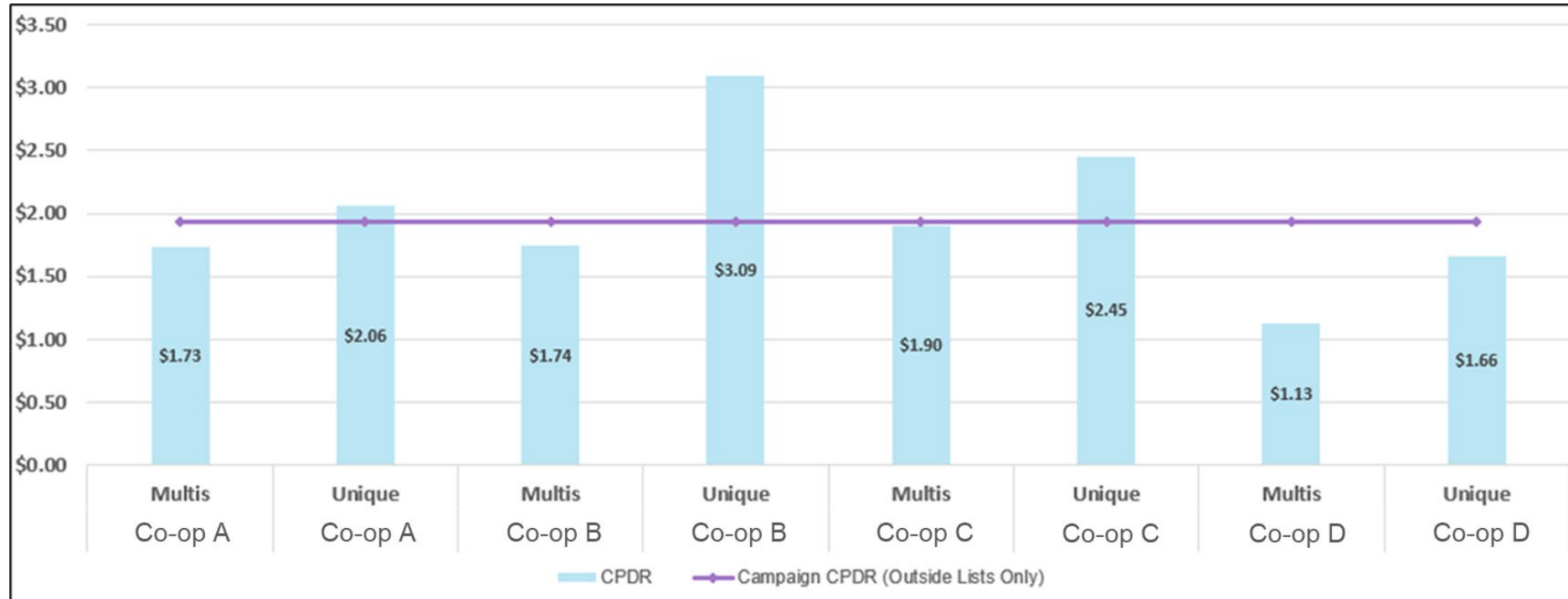
Co-op names from this advocacy client saw average gift double with matched gifts in FY22. This follows a trend we see across mailers- and the numbers just keep going up year after year!

	Quantity	Total AvgGift w/ Web&WM	Acq AvgGift	Web AvgGift	WM AvgGift	RR w/ Web&WM	Acq RR	RR% Increase
House	7,791	\$34	\$36	\$17		0.32%	0.28%	13.6%
Lapsed	1,724,485	\$60	\$53	\$81	\$71	0.44%	0.32%	37.7%
Co-op	2,453,882	\$132	\$62	\$136	\$1,824	0.28%	0.23%	20.6%
Cold	961,890	\$55	\$49	\$88	\$71	0.29%	0.24%	19.8%
Multis	212,846	\$73	\$65	\$102	\$141	0.29%	0.24%	22.7%
Grand Total	5,360,894	\$88	\$56	\$99	\$686	0.33%	0.26%	27.2%

Shout out to Integral for letting me use their chart!!

Incremental Value

In order to understand the true value of each co-op, we analyzed the 2022 acquisition mailing for a client and analyzed the performance of the unique names provided by each co-op versus the multi records provided

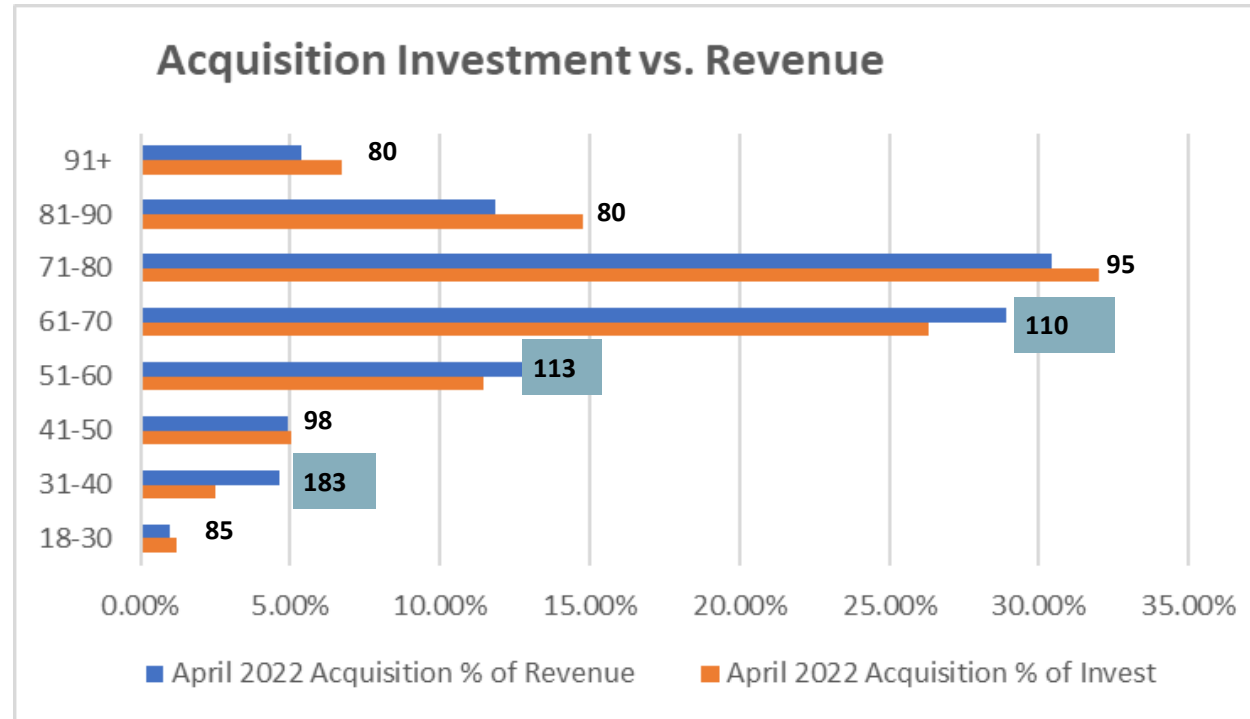


Results:

- Co-op D unique names outperformed their multis!
- Co-op A unique performed slightly lower vs. campaign avg but still within the acceptable range
- Co-op C models were tweaked to improve value of unique names
- Co-op B was dropped as the value of the unique names was 60% worse than the campaign average

Unique Audiences – Younger Donors

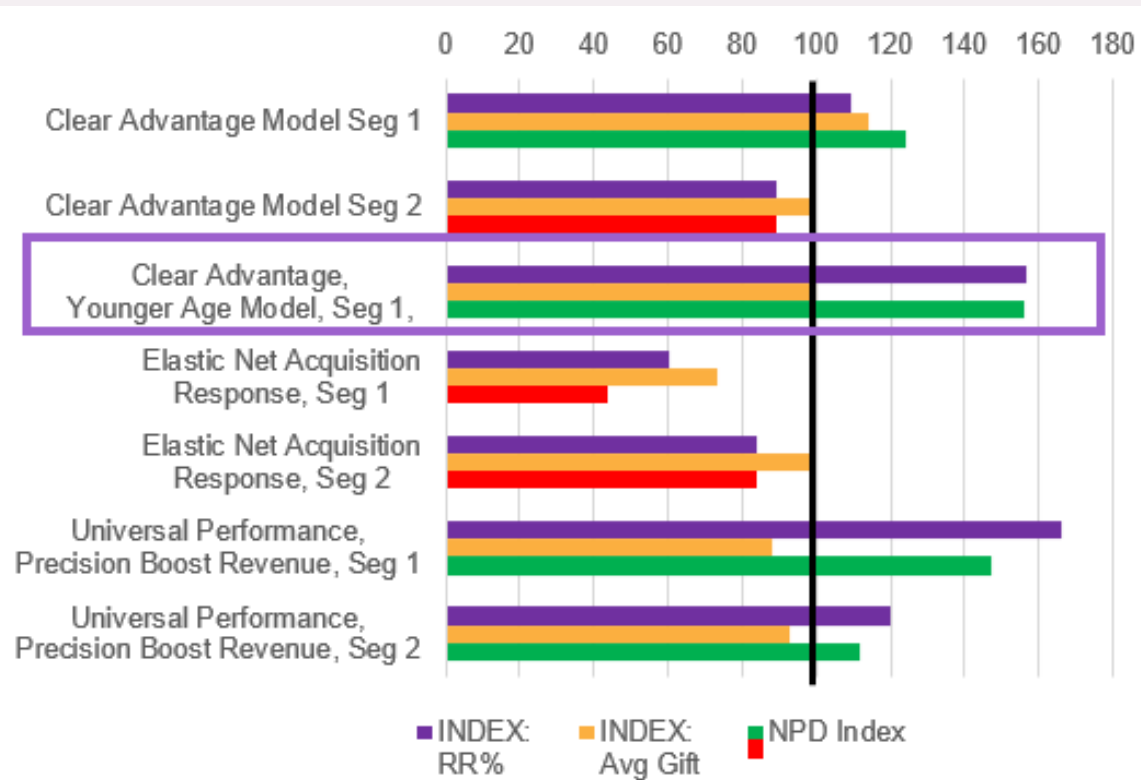
Measure Investment by Age in Direct Mail



- 61-70 & 51-60 year olds brought in significantly higher revenue vs. investment
- Opportunity to expand investment in some of the younger cohorts
 - ✓ Consider alternative creative or channel for younger donors
- 81+ age group delivered lowest ROI and have the fewest years of cultivation potential
- Analyze 2nd gift by age cohort

Finding Younger Donors – Case Study

National Human Services Organization



Goal:

Bring down the age of 1st time donors.

Current Situation:

Existing list sources bringing in donors who had a similar age as the existing pool.

Opportunity:

Utilize productive co-op model preselecting a younger audience (as low as 65)

Results:

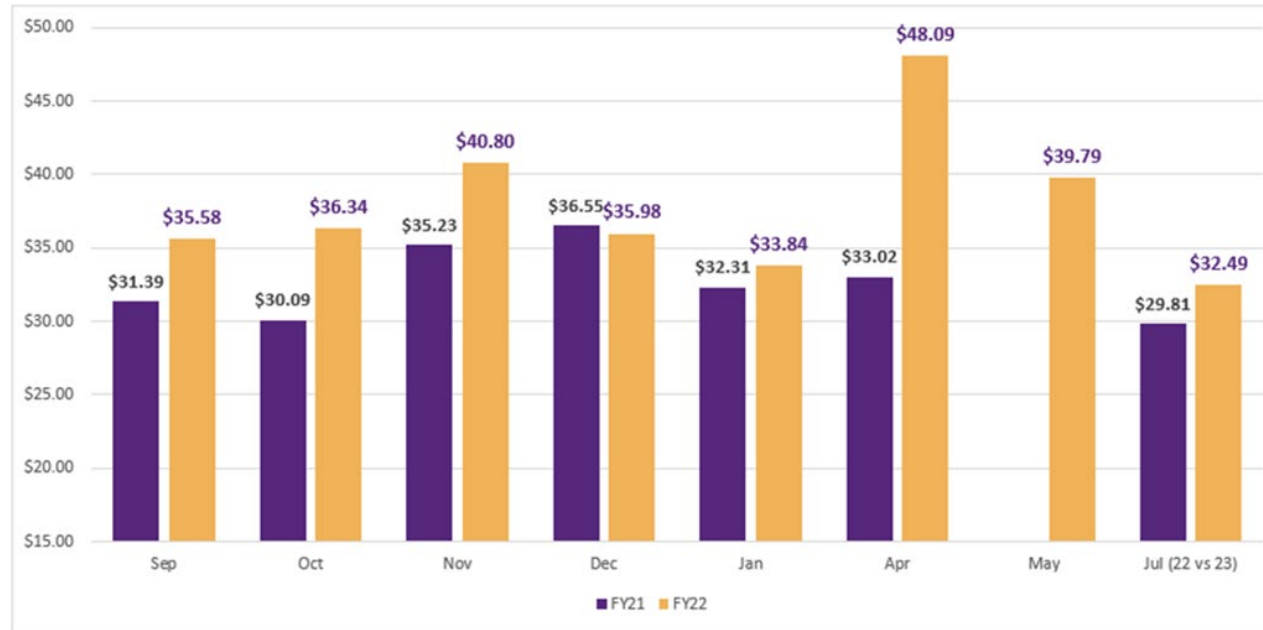
Indexed 2nd highest in terms of RR & Gift, overall the **best NPD amongst all the coop models** in this mailing

Next Steps:

Will test applying same age overlay on other models as well as incrementally test into even younger donors (50-54, 55-59)

Utilize Co-Ops to Deliver Higher Value Donors

Improved Average Donation for an International Relief Organization by 20%+ in 1 Year!



- Refine co-op models with gift floors that align with the non-premium gift
- Increase donation select on traditional files to \$15 or \$20+ (often not promoted on data card)
- Utilize a co-op to scrub and remove the \leq \$5 donors post merge
- Tested \$5-\$9.99 donors (identified by a co-op)
 - ✓ Isolate and mail these names looking at both upfront gift and subsequent giving
 - ✓ Looked at make-up by source to identify traditional files driving low \$ gift

Co-Op Optimization: Improving Gift

There are many ways to use optimization. For many we use as a tool to find higher value prospects on our cold lists.

In other cases, we're focusing on recency, cutting prospects that have not been active in 12+ months.

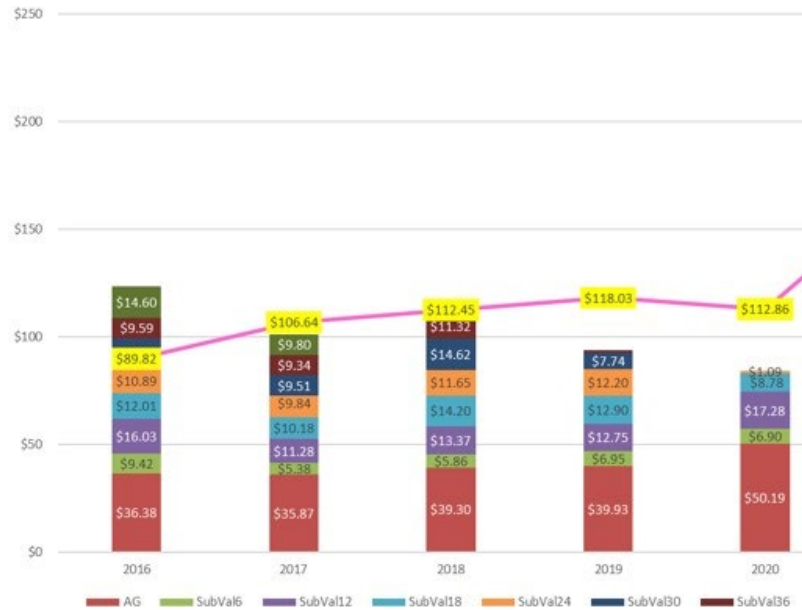
OBJECTIVE:

- Improve average gift to \$29
- Cut \$20 & below Donors
- Replace with Abacus backfill names

List Selection	Mail Qty	Gifts	Income	Costs	Resp Rate	Avg Gift	Net/Dnr
Below \$25- Given Lower Ask String	93,065	322	\$7,519	\$61,135	0.35%	\$23	(\$167)
\$100+ Optimization- Given Higher Ask String	71,885	198	\$10,768	\$48,396	0.28%	\$54	(\$190)
Pre-Merge Models	51,603	127	\$4,104	\$34,067	0.25%	\$32	(\$236)
Abacus Replacement/Backfill Names	61,880	212	\$7,019	\$38,851	0.34%	\$33	(\$150)
OVERALL	278,433	859	\$29,410	\$182,449	0.31%	\$34	(\$178)

Co-Op Average Gift & Long-Term Value

Cold Acquisition Names



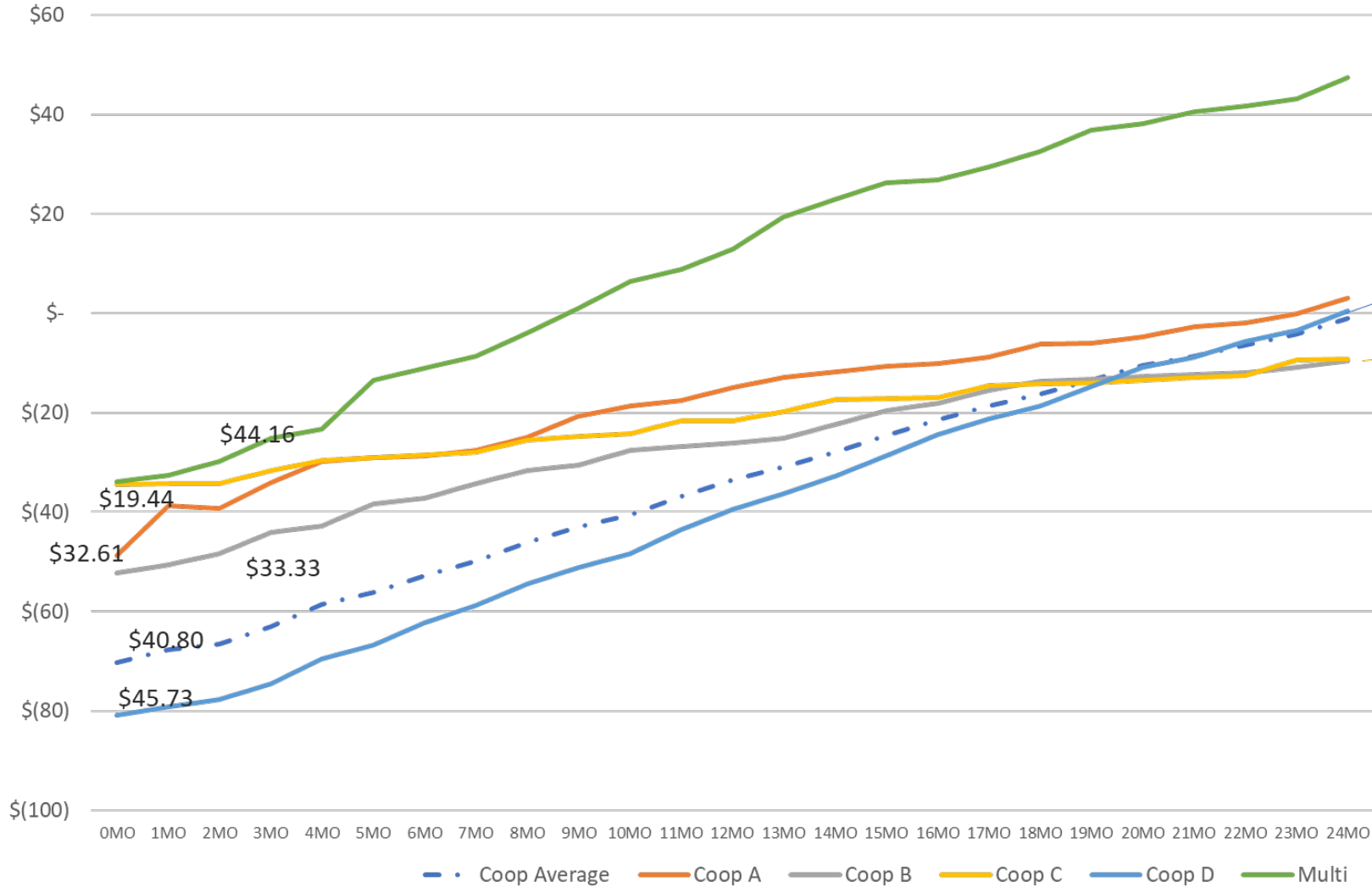
Co-Op Acquisition Names



Co-ops historically have a higher average gift and break even faster than cold names for many of our clients. If the gift is struggling for you, there are many ways to improve. An “easy” way to do this is with gift floors, but we also find that being in regular contact with your co-op reps make all the difference!

Understand LTV of Co-Op Sources

Coop 24-month LTV, July 2020 with Average Gift

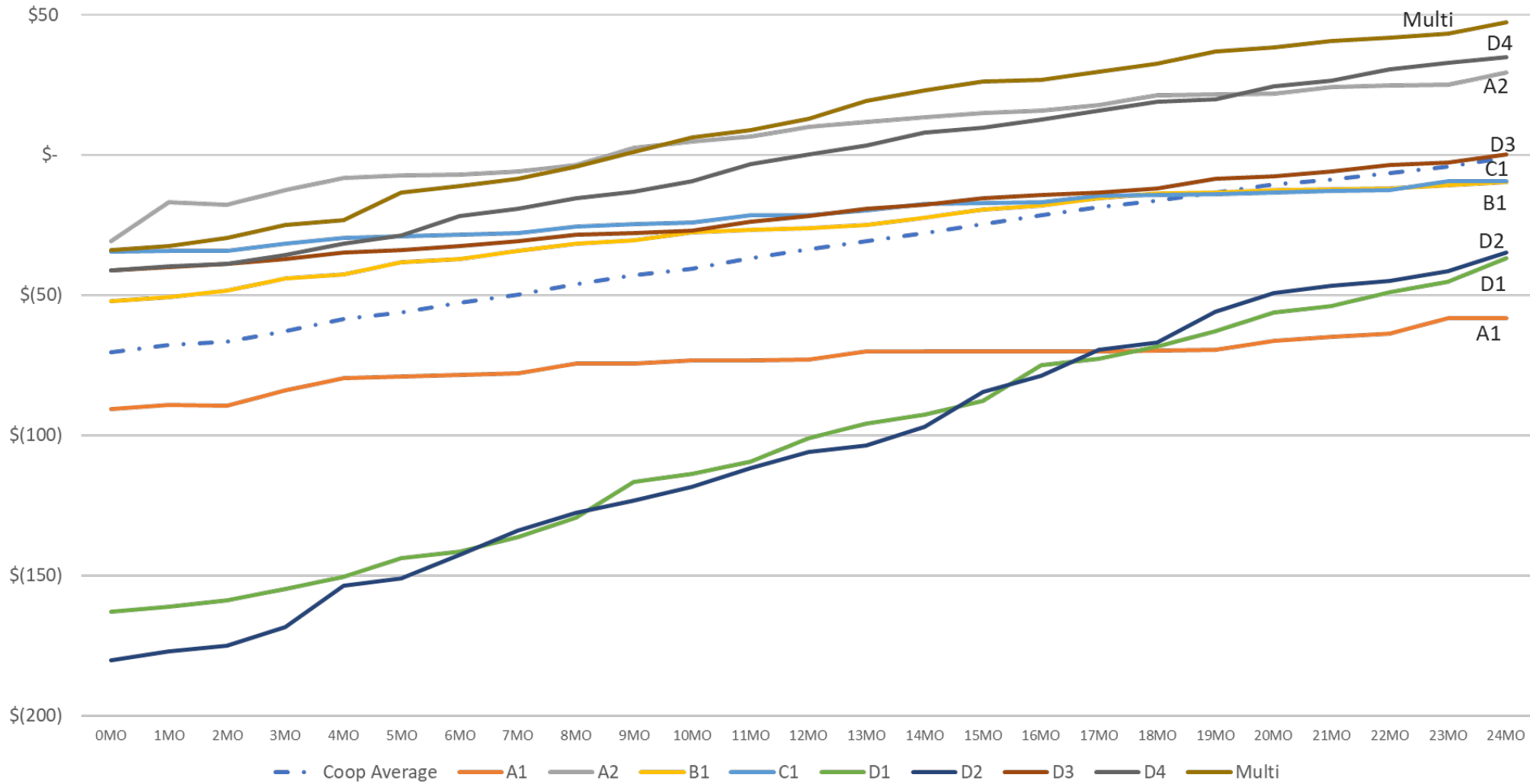


Findings:

- Individual coops perform generally well, but multis return best LTV.
- Coop average is break-even at 24 months.
- Higher average gift correlates to steeper slope and can quickly overcome higher cost to acquire.
- Individual models can vary a lot even within the same coop.
- Some individual models break even at 9 months, some will likely never break even.

Understand LTV of Co-Op Sources

Individual Model 24-month LTV, July 2020



Propensity for Giving Using Co-Ops

How many times have you answered the question: can we find major or mid-level donors in acquisition campaigns?

One way to tackle this is to use the co-ops to apply propensity to give post merge. It becomes part of the source code, so when the donor gives in an acquisition campaign, they're flagged and put into a portfolio for a mid or major gift officer.

P1 = \$10,000+;
 P2 = \$1,000-\$9,999;
 ZZ = either not scored
 or less than \$1,000
 propensity.

List Name	List Select	Wealth Score	Quantity	Source Code
COOP MODEL 1	RESPONSE MODEL SEGMENT 1	P1	2,752	ADQ2205VDB21P1
COOP MODEL 1	RESPONSE MODEL SEGMENT 1	P2	238	ADQ2205VDB21P2
COOP MODEL 1	RESPONSE MODEL SEGMENT 1	ZZ	14,306	ADQ2205VDB21ZZ
COOP MODEL 2	HIGH DOLLAR MODEL SEGMENT 1	P1	1,206	ADQ2205VAB05P1
COOP MODEL 2	HIGH DOLLAR MODEL SEGMENT 1	P2	103	ADQ2205VAB05P2
COOP MODEL 2	HIGH DOLLAR MODEL SEGMENT 1	ZZ	15,968	ADQ2205VAB05ZZ
COOP MODEL 3	PACKAGE-SPECIFIC MODEL SEGMENT	P1	4,133	ADQ2205VPR02P1
COOP MODEL 3	PACKAGE-SPECIFIC MODEL SEGMENT	P2	436	ADQ2205VPR02P2
COOP MODEL 3	PACKAGE-SPECIFIC MODEL SEGMENT	ZZ	23,936	ADQ2205VPR02ZZ
NEW YORKER	ACTIVE SUBS @ HOME ADDRESS	P1	333	ADQ2205VNY06P1
NEW YORKER	ACTIVE SUBS @ HOME ADDRESS	P2	36	ADQ2205VNY06P2
NEW YORKER	ACTIVE SUBS @ HOME ADDRESS	ZZ	3,296	ADQ2205VNY06ZZ
NONPROFIT ORG A	12 MONTH \$100+ DONORS	P1	418	ADQ2205VCB03P1
NONPROFIT ORG A	12 MONTH \$100+ DONORS	P2	37	ADQ2205VCB03P2
NONPROFIT ORG A	12 MONTH \$100+ DONORS	ZZ	3,985	ADQ2205VCB03ZZ
NONPROFIT ORG B	6 MONTH \$10+	P1	158	ADQ2205VAC08P1
NONPROFIT ORG B	6 MONTH \$10+	P2	10	ADQ2205VAC08P2
NONPROFIT ORG B	6 MONTH \$10+	ZZ	1,774	ADQ2205VAC08ZZ



Thank You!