



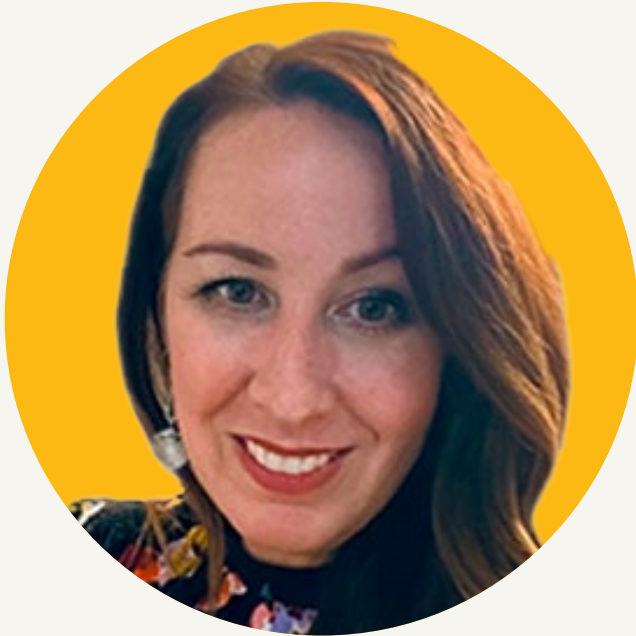
# *Unleashing Audience ROI Potential*

*Navigating, Executing, and Measuring an Omnichannel Campaign*

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data axle

# Your Speaker



**Amy Braiterman**

VP, NPS Digital Solutions,  
Data Axle

- **Motto:** Think big, but keep it actionable
- **What I'm passionate about:** Helping organizations bridge the gap between online and offline efforts to improve results with an omnichannel marketing strategy.
- **What I do:** As Vice President of Strategy at Data Axle, Amy and her team provide our nonprofit clients with innovative marketing strategies to increase brand awareness, acquire new donors and boost performance from existing donors.



# Your Speaker



**Richard Geiger**

Senior Vice President,  
Data Axle Nonprofit

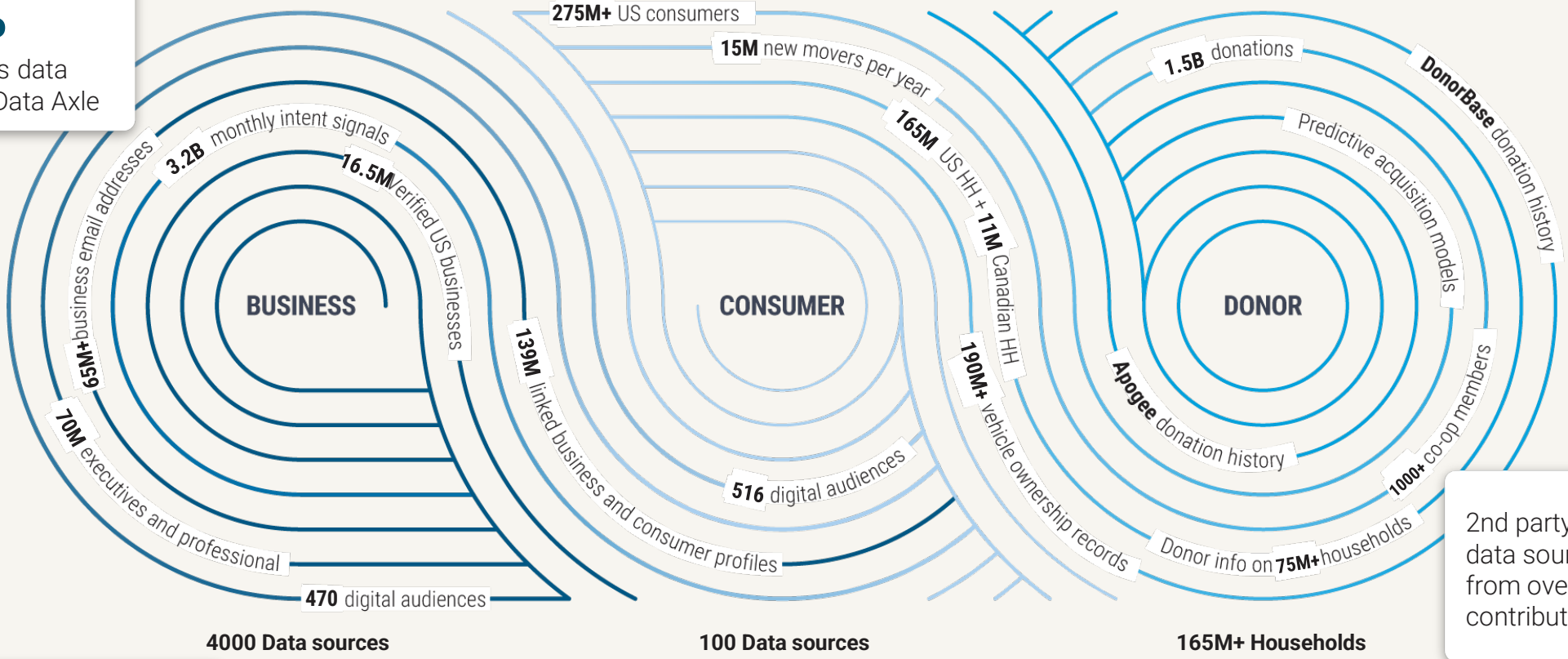
- **Motto:** Laissez le bon temps rouler
- **What I'm passionate about:** I am a passionate learner of the world and use those learnings to create and engage in new knowledge.
- **What I do:** As a trained urban and regional planner and fundraising analytics practitioner, Richard has deep experience with data, data collection and analysis, and using data to solve problems and tell stories. Working with the nonprofit group, Richard's focus is on enabling organizations to drive more mission using the vast commercial, cooperative, and nonprofit data solutions across all of Data Axle.

# Our data ecosystem

Barriers to entry



**50%**  
of business data  
unique to Data Axle



2nd party co-op  
data sources  
from over 500  
contributors

Only compiler of business  
and consumer data at scale

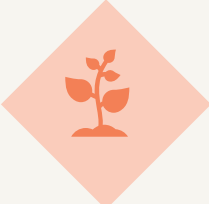
**95M+ Unique B2C LINKAGES**

Data counts updated: Q3 2022

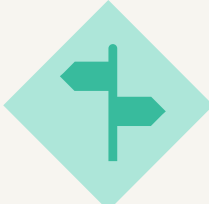


# The fundraising world is changing. It's time to rethink the status quo.

Baby boomers are the fastest-growing e-commerce demographic



Donors have more choices on how to make their gifts.



Direct mail serves two purposes: promotion and conversion channel

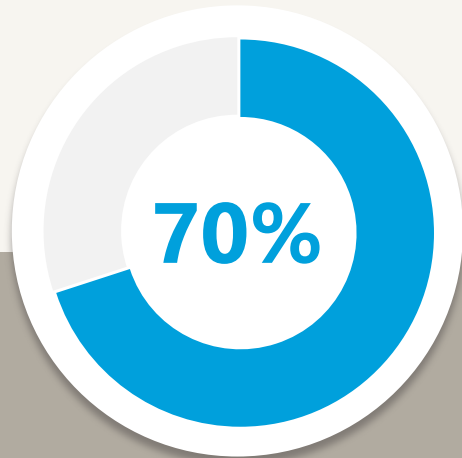


Your website and paid search are important conversions channels and favored by direct mail recipients

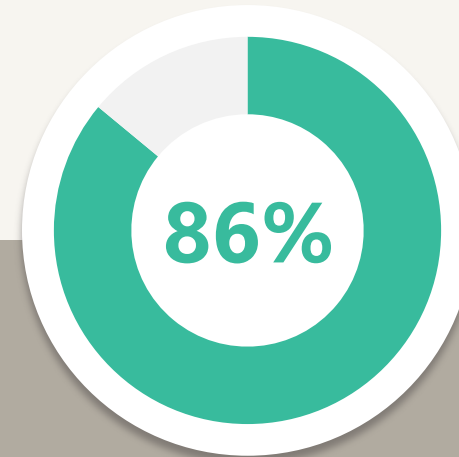


# If you only had two stats...

There are marketing statistics galore to validate the importance of boomers and their financial habits. Remember these two.



Boomers control more than 70 percent of the nation's disposable income



In 2022, 86 percent of Boomers in the US did their holiday shopping on Amazon.com

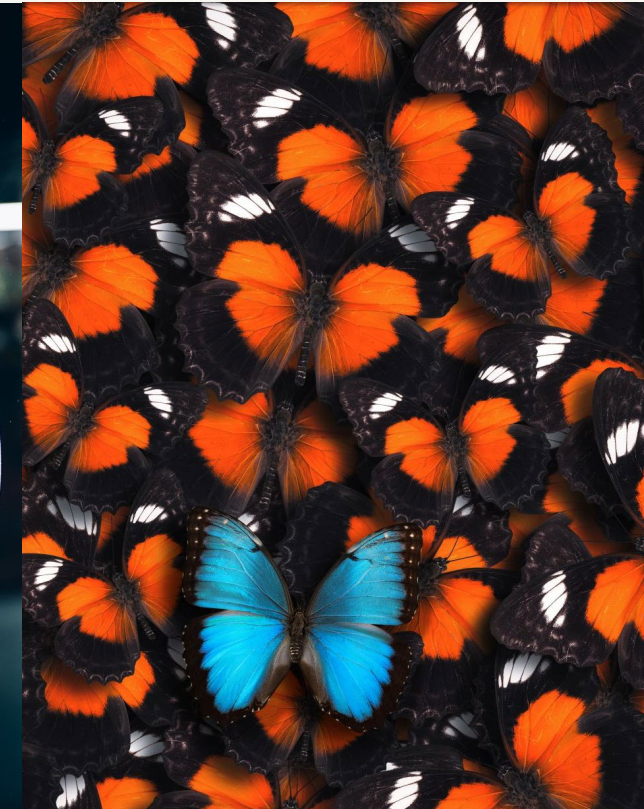




# Audience is what matters

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## Why does the audience matter?

- Highest probability for connection
- Improved email performance
- Stronger engagement with ads
- Increased conversions
- Larger gifts
- Acquire, retain, and engage more donors





# What tools are you using to create your audience?

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- An omnichannel donor coop: if you are a member of a coop, you have a unique edge
- A clean, appended house file
- Accurate models
- Channel knowledge



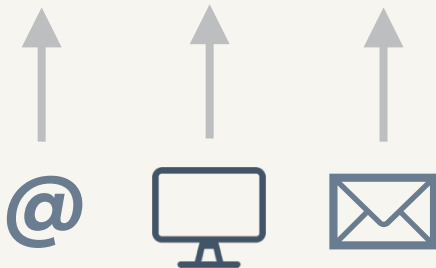
# The evolution of fundraising strategies

## Single Channel



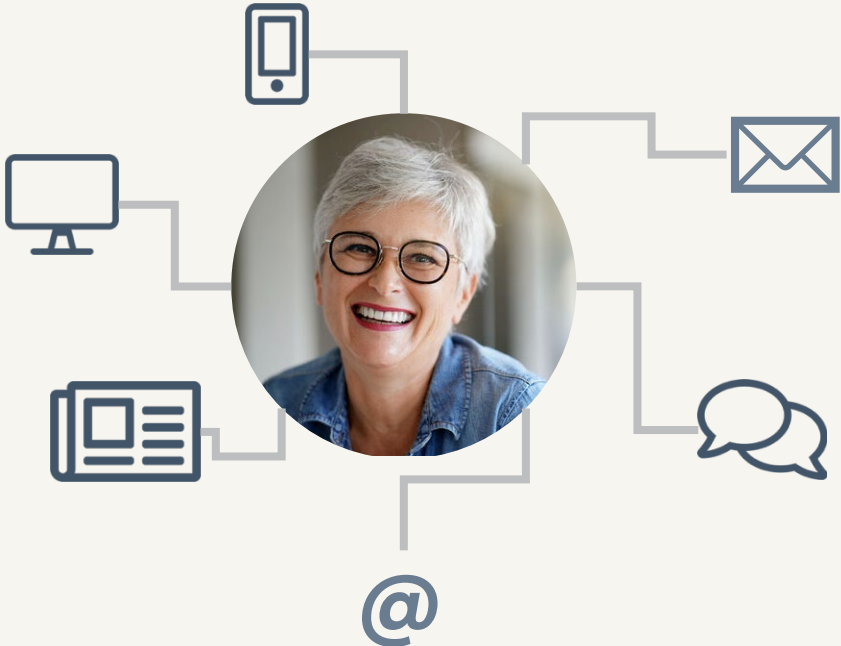
Channel focused  
1:1 attribution

## Multi-Channel



Channel focused  
1:1 attribution – although it's  
complicated by  
constituent behavior

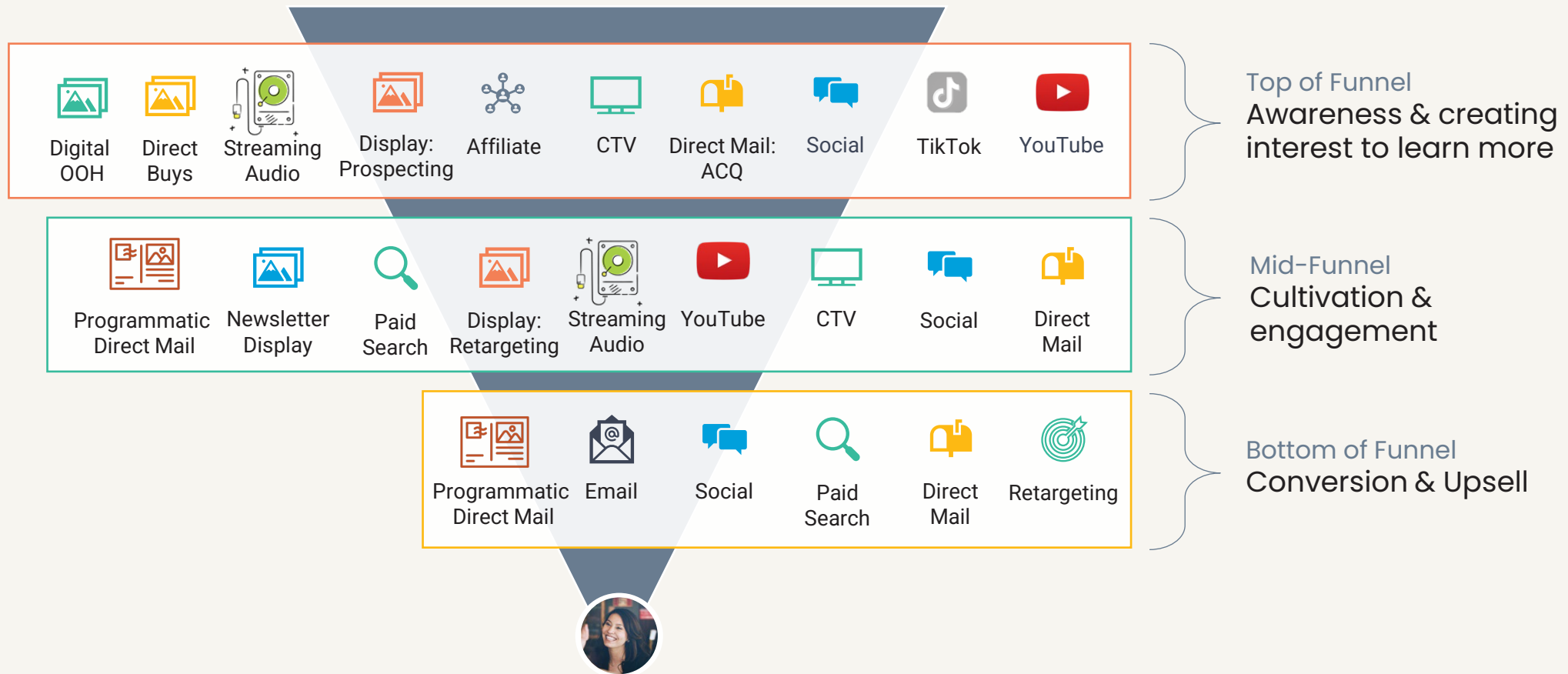
## Omnichannel



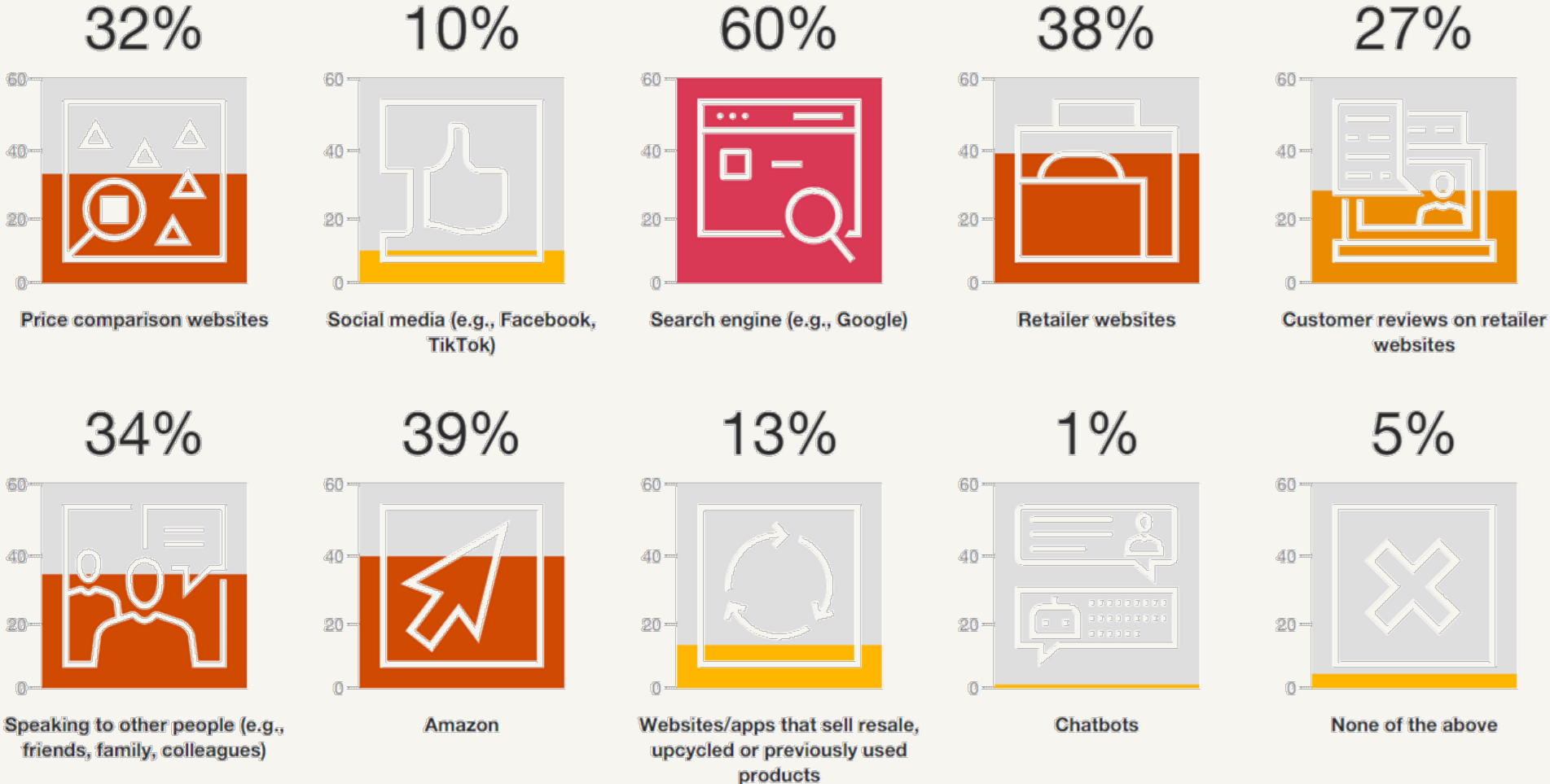
Audience focused approach  
and attribution

# Audience focused marketing funnel

Comprehensive strategic approach from Brand Awareness to Revenue Conversions.



# Tech savvy boomers and their decision-making process in their consumer and donor habits





## Where we are

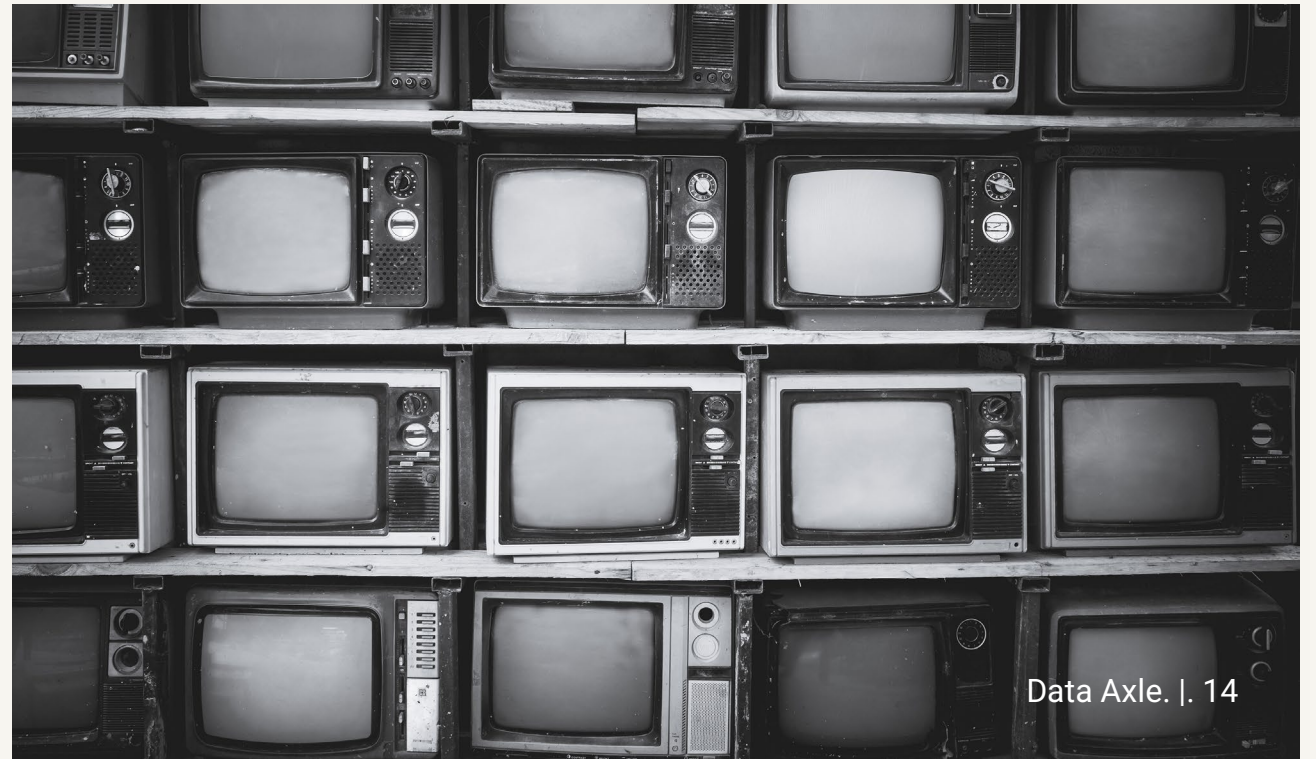
Channel attribution is still important, but it's not the only thing we want to look at





Changes within digital platforms require a different approach to measuring ROI.

## Audience vs Channel Measurement



# Impact of omnichannel marketing

Vertical: Healthcare | Audience: direct mail renewal and acquisition

**Strategy & Goal:** Utilize direct mail audiences within the digital channels to increase upper funnel marketing activity. Evaluate the impact of email and digital ads on direct mail renewal and acquisition audiences.

45%

Increase in year-over-year revenue to the main donation form during the campaign window



## 20% increase in search volume

During the campaign search volume, clicks, costs, and revenue increased year-over-year. Unlike other channels, where you can serve ads to specific audiences, paid search is an intent channel. Increases in paid search activity is a good indicator that the upper funnel strategies are paying off.



## Audience performance

Direct mail audiences who received direct mail and digital promotion:

- Gave online at a higher rate
- Gave at higher levels resulting in a larger average gift
- Had a higher value per-donor



# Impact of omnichannel marketing

Vertical: Environmental | Audience: digital model

**Strategy & Goal:** Determine if a donor coop digital model is a viable audience for digital acquisition. Will a digital model produce better results than audiences available within the advertising platforms?

\$2.0

Return on as spend

9



### Paid search was the favoured conversion channel

Display fuels paid search. 51% of digital model donors donated through paid search.



### Audience performance

Quality matters. **Actual philanthropic activity is the best indicator for philanthropic activity.** The donor model was more engaged with ads outperforming industry benchmarks 4:1.



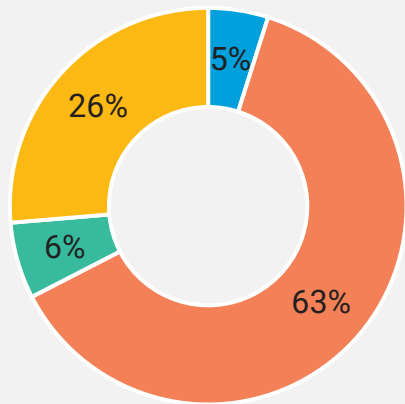
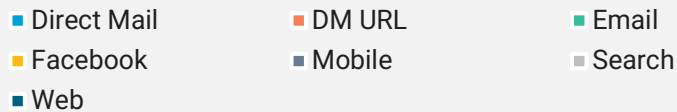
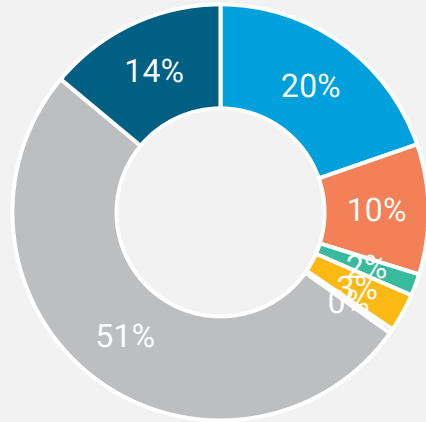
### There will always be crossover with direct mail

Due to the nature of direct mail and coops, there will be overlap with direct mail. Direct mail donors contributed 20% of total campaign revenue.





## Online revenue by channel based on client sourcing



# Impact of omnichannel marketing




## Revenue attribution by channel

- Attribution reports will provide insight on which channels prospects and donors prefer.
- Channel attribution is more than online or offline. Depending on the sourcing set up within an organization attribution reporting can be more granular.
- Donors have online channel preferences too. From our research we've found donors tend to give in the same channel as their previous gift.
  - This varies from organization to organization, but the trends are similar. For example, if a donor makes their first gift to the form on your main website 56% of donors make their second gift in the same manner



# Wrapping it up with three points

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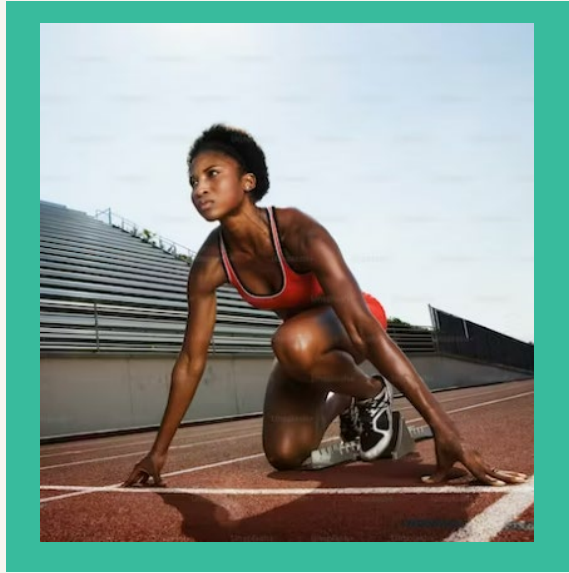
-  Focus on the audience: Look at all types of transactions when analyzing performance
-  Determine what you value from channel data and performance KPIs
-  Rethink the status quo: Channel KPIs inform your media spend, while audience reporting provides your ROI





***The secret of change is to focus all of your energy not on fighting the old, but on building the new.” ~ Socrates***

# Start, Stop, and Continue



**Start**

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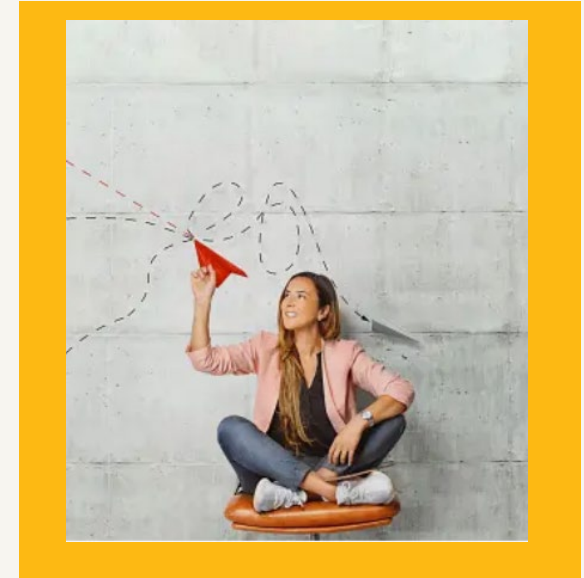
Separating marketing channel and giving channel preference in your donor acquisition and renewal strategies



**Stop**

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Defining donors by how they gave



**Continue**





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Considering all touch points when measuring success of a campaign



# What have we learned?

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-  Audiences matter and are the foundation of an omnichannel program
-  Old is young. Boomers are active and engaging online.
-  Omnichannel includes direct mail; digital donor audiences are not only digital.
-  Holistic measurement to evaluate ROI is important for both direct mail and digital programs.





# 5 Questions to Ask to Build Your Best Audience

1. Are you using digital data in your coop?
2. How many member organizations contribute?
3. How do you keep the database clean?
4. Do you have donation history?
5. How are you measuring the success of client campaigns?



Questions?

Don't be shy

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Surprising Facts  
about Giving  
Tuesday:  
Uncovering the  
donor  
perspective



Seven questions,  
answers, and insights  
to help you succeed

