

# THE VALUE OF THE MATCHBACK

How many of your online donors come from direct mail?

OCTOBER 18, 2023

# Introduction



# Why We're Here

With Direct Mail results softening across the industry it is more important than ever to understand how channels **work together** and to get a **complete picture of results** before making investment decisions that may have consequences beyond the mail.

# Why We're Here

This session will provide an overview of what a matchback is and what the process and best practices are for conducting a direct mail matchback.

It will explain how to use the results of matchback and provide recommendations on how to use that data to **make investment decisions that will benefit the program overall.**

# The State of Direct Mail Acquisition

A network diagram consisting of numerous small, light-colored circular nodes connected by thin, light-colored lines. The nodes are arranged in a somewhat irregular, interconnected pattern, resembling a mesh or a complex network. The lines vary in length and orientation, creating a sense of connectivity and structure. The overall appearance is that of a data visualization or a conceptual model of a network.

# The State of Direct Mail Acquisition

- Decreasing response rates and increasing costs are leading to extended ROI
- Competition for investment dollars among channel managers
- Clearer accountability to tracking which channel is producing the most valuable donors and the quickest to return on the investment
- Percent of matched back revenue is increasing year over year

# Completing the Matchback



# The Process

1. Mail Files + Online, White Mail, DRTV gifts are provided to the Merge Vendor
2. Merge Vendor matches Online, White Mail, and DRTV gifts to mail files and outputs which non-DM Acq gifts were processed within 60 days of the donor being mailed a DM Acquisition piece
3. Matched back gifts are mapped at the DM Acquisition source code level to analyze results at the campaign, list, and package level



# Output

		Non-Web	Non-Web	Non-Web	Non-	Web	Web	Total			Total	Total	Total	RR %	AG %	Offline:Online
		Quantity	Revenue	Responses	RR	Web AG	Revenue	Responses	Web AG	Revenue	Responses	RR	AG	Increase	Increase	Index
2022	Jan	3,615,203	\$556,972	22,308	0.62%	\$24.97	\$37,472	923	\$40.60	\$594,444	23,231	0.64%	\$25.59	4%	2%	\$15
	Feb	3,537,248	\$474,692	17,905	0.51%	\$26.51	\$20,384	511	\$39.89	\$495,076	18,416	0.52%	\$26.88	3%	1%	\$23
	Mar	3,437,533	\$387,366	15,215	0.44%	\$25.46	\$22,160	559	\$39.64	\$409,526	15,774	0.46%	\$25.96	4%	2%	\$17
	Apr	2,822,228	\$233,150	9,178	0.33%	\$25.40	\$10,019	253	\$39.60	\$243,169	9,431	0.33%	\$25.78	3%	1%	\$23
	May	2,911,579	\$345,898	10,560	0.36%	\$32.76	\$18,465	438	\$42.16	\$364,363	10,998	0.38%	\$33.13	4%	1%	\$19
	Jun	2,913,402	\$254,899	8,750	0.30%	\$29.13	\$19,947	408	\$48.89	\$274,846	9,158	0.31%	\$30.01	5%	3%	\$13
	Jul	2,435,302	\$253,332	7,446	0.31%	\$34.02	\$21,576	457	\$47.21	\$274,908	7,903	0.32%	\$34.79	6%	2%	\$12
	Aug	2,169,224	\$223,404	8,372	0.39%	\$26.68	\$17,173	339	\$50.66	\$240,577	8,711	0.40%	\$27.62	4%	3%	\$13
	Sep	2,017,550	\$207,250	7,722	0.38%	\$26.84	\$24,987	460	\$54.32	\$232,236	8,182	0.41%	\$28.38	6%	6%	\$8
	Oct	2,622,399	\$319,604	10,141	0.39%	\$31.52	\$32,666	647	\$50.49	\$352,270	10,788	0.41%	\$32.65	6%	4%	\$10
	Nov	3,091,806	\$426,471	11,702	0.38%	\$36.44	\$26,935	592	\$45.50	\$453,406	12,294	0.40%	\$36.88	5%	1%	\$16
	Dec	3,205,708	\$541,186	13,360	0.42%	\$40.51	\$202,986	3,137	\$64.71	\$744,171	16,497	0.51%	\$45.11	23%	11%	\$3
2022 Total		34,779,182	\$4,224,224	142,659	0.41%	\$29.61	\$454,769	8,724	\$52.13	#####	151,383	0.44%	\$30.91	6%	4%	\$9

# Output

		Quantity	Non-Web Revenue	Non-Web Responses	Non-Web RR	Non-Web AG	Web Revenue	Web Responses	Web AG	Total Revenue	Total Responses	Total RR	Total AG	RR % Increase	AG % Increase	Offline:Online Index
2022	Membership Statement	22,882,903	\$2,465,102	84,261	0.37%	\$29.26	\$340,338	6,507	\$52.30	\$2,805,440	90,768	0.40%	\$30.91	8%	6%	\$7
	Greeting Cards	16,275,000	\$2,661,066	114,169	0.70%	\$23.31	\$280,269	5,547	\$50.53	\$2,941,335	119,716	0.74%	\$24.57	5%	5%	\$9
	Calendar	6,438,916	\$741,171	15,584	0.24%	\$47.56	\$52,449	837	\$62.66	\$793,620	16,421	0.26%	\$48.33	5%	2%	\$14
	Other	3,100,000	\$323,747	11,517	0.37%	\$28.11	\$47,983	938	\$51.15	\$371,730	12,455	0.40%	\$29.85	8%	6%	\$7
	Lapsed Packages	1,700,000	\$245,180	10,936	0.64%	\$22.42	\$18,287	448	\$40.82	\$263,467	11,384	0.67%	\$23.14	4%	3%	\$13
	Follow Up	1,582,363	\$148,807	13,693	0.87%	\$10.87	\$5,575	177	\$31.50	\$154,382	13,870	0.88%	\$11.13	1%	2%	\$27
<b>2022 Total</b>		<b>51,979,182</b>	<b>\$6,585,073</b>	<b>250,160</b>	<b>0.48%</b>	<b>\$26.32</b>	<b>\$744,901</b>	<b>14,454</b>	<b>\$51.54</b>	<b>\$7,329,973</b>	<b>264,614</b>	<b>0.51%</b>	<b>\$27.70</b>	<b>6%</b>	<b>5%</b>	<b>\$9</b>

		Quantity	Non-Web Revenue	Non-Web Responses	Non-Web RR	Non-Web AG	Web Revenue	Web Responses	Web AG	Total Revenue	Total Responses	Total RR	Total AG	RR % Increase	AG % Increase	Offline:Online Index
2022	Outside - Model	24,501,097	\$3,316,127	121,087	0.49%	\$27.39	\$489,514	9,124	\$53.65	\$3,805,641	130,211	0.53%	\$29.23	8%	7%	\$7
	House - Donor	10,870,866	\$1,373,234	34,515	0.32%	\$39.79	\$80,145	1,382	\$57.99	\$1,453,379	35,897	0.33%	\$40.49	4%	2%	\$17
	Outside - Fundraisers	4,834,794	\$625,270	30,423	0.63%	\$20.55	\$37,978	1,055	\$36.00	\$663,248	31,478	0.65%	\$21.07	3%	3%	\$16
	Outside - Model Backfill	4,424,430	\$433,780	13,462	0.30%	\$32.22	\$55,144	1,185	\$46.54	\$488,924	14,647	0.33%	\$33.38	9%	4%	\$8
	Multibuyers	3,635,086	\$294,618	10,139	0.28%	\$29.06	\$32,631	629	\$51.88	\$327,250	10,768	0.30%	\$30.39	6%	5%	\$9
	Outside - Same Sector	2,396,240	\$358,630	13,890	0.58%	\$25.82	\$37,577	806	\$46.62	\$396,207	14,696	0.61%	\$26.96	6%	4%	\$10
	House - Prospect	848,894	\$101,828	24,391	2.87%	\$4.17	\$1,054	46	\$22.91	\$102,882	24,437	2.88%	\$4.21	0%	1%	\$97
	Outside - Publishers	467,775	\$81,585	2,253	0.48%	\$36.21	\$10,858	227	\$47.83	\$92,443	2,480	0.53%	\$37.28	10%	3%	\$8
<b>2022 Total</b>		<b>51,979,182</b>	<b>\$6,585,073</b>	<b>250,160</b>	<b>0.48%</b>	<b>\$26.32</b>	<b>\$744,901</b>	<b>14,454</b>	<b>\$51.54</b>	<b>\$7,329,973</b>	<b>264,614</b>	<b>0.51%</b>	<b>\$27.70</b>	<b>6%</b>	<b>5%</b>	<b>\$9</b>

# Output

	Quantity	Non-Web Revenue	Non-Web Responses	Non-Web RR	Non-Web AG	Web Revenue	Web Responses	Web AG	Total Revenue	Total Responses	Total RR	Total AG	RR % Increase	AG % Increase	Offline:Online Index
List A	2,162	\$280	17	0.79%	\$16.47	\$559	5	\$111.80	\$839	22	1.02%	\$38.14	29%	132%	\$1
List B	920	\$185	5	0.54%	\$37.00	\$100	1	\$100.00	\$285	6	0.65%	\$47.50	20%	28%	\$2
List C	503,087	\$45,074	1,415	0.28%	\$31.85	\$13,534	217	\$62.37	\$58,608	1,632	0.32%	\$35.91	15%	13%	\$3
List D	6,545,248	\$851,868	22,236	0.34%	\$38.31	\$223,464	3,602	\$62.04	\$1,075,332	25,838	0.39%	\$41.62	16%	9%	\$4
List E	20,580	\$6,314	80	0.39%	\$78.93	\$1,641	21	\$78.14	\$7,955	101	0.49%	\$78.76	26%	0%	\$4
List F	15,772	\$1,797	60	0.38%	\$29.95	\$415	15	\$27.67	\$2,212	75	0.48%	\$29.49	25%	-2%	\$4
List G	15,607	\$1,005	23	0.15%	\$43.70	\$220	5	\$44.00	\$1,225	28	0.18%	\$43.75	22%	0%	\$5
List H	13,460	\$1,694	93	0.69%	\$18.22	\$350	11	\$31.82	\$2,044	104	0.77%	\$19.65	12%	8%	\$5
List I	146,429	\$28,007	834	0.57%	\$33.58	\$5,108	99	\$51.60	\$33,115	933	0.64%	\$35.49	12%	6%	\$5
List J	8,755	\$1,242	54	0.62%	\$23.00	\$215	5	\$43.00	\$1,457	59	0.67%	\$24.69	9%	7%	\$6
List K	7,667	\$585	25	0.33%	\$23.40	\$100	3	\$33.33	\$685	28	0.37%	\$24.46	12%	5%	\$6
List L	15,526	\$1,335	34	0.22%	\$39.26	\$223	6	\$37.17	\$1,558	40	0.26%	\$38.95	18%	-1%	\$6
List M	50,734	\$11,325	311	0.61%	\$36.41	\$1,858	34	\$54.65	\$13,183	345	0.68%	\$38.21	11%	5%	\$6
List N	58,588	\$12,992	423	0.72%	\$30.71	\$2,078	34	\$61.12	\$15,070	457	0.78%	\$32.98	8%	7%	\$6
List O	110,249	\$23,066	467	0.42%	\$49.39	\$3,479	71	\$49.00	\$26,545	538	0.49%	\$49.34	15%	0%	\$7
List P	35,535	\$6,448	243	0.68%	\$26.53	\$852	21	\$40.57	\$7,300	264	0.74%	\$27.65	9%	4%	\$8
List Q	4,373,696	\$422,455	13,151	0.30%	\$32.12	\$53,286	1,151	\$46.30	\$475,741	14,302	0.33%	\$33.26	9%	4%	\$8
List R	1,443,372	\$138,977	4,441	0.31%	\$31.29	\$17,034	341	\$49.95	\$156,011	4,782	0.33%	\$32.62	8%	4%	\$8
List S	6,039	\$620	25	0.41%	\$24.80	\$75	3	\$25.00	\$695	28	0.46%	\$24.82	12%	0%	\$8
List T	628,379	\$93,702	4,749	0.76%	\$19.73	\$10,386	302	\$34.39	\$104,088	5,051	0.80%	\$20.61	6%	4%	\$9
List U	3,635,086	\$294,618	10,139	0.28%	\$29.06	\$32,631	629	\$51.88	\$327,250	10,768	0.30%	\$30.39	6%	5%	\$9
List V	1,391,971	\$155,043	7,634	0.55%	\$20.31	\$17,102	478	\$35.78	\$172,145	8,112	0.58%	\$21.22	6%	4%	\$9
List W	16,315,029	\$2,291,353	93,535	0.57%	\$24.50	\$246,075	5,106	\$48.19	\$2,537,428	98,641	0.60%	\$25.72	5%	5%	\$9
List X	28,466	\$5,812	217	0.76%	\$26.78	\$619	19	\$32.58	\$6,431	236	0.83%	\$27.25	9%	2%	\$9
List Y	116,371	\$11,957	202	0.17%	\$59.19	\$1,259	29	\$43.41	\$13,216	231	0.20%	\$57.21	14%	-3%	\$9
List Z	122,725	\$25,347	696	0.57%	\$36.42	\$2,615	65	\$40.23	\$27,962	761	0.62%	\$36.74	9%	1%	\$10

# Using the Matchback Data



# Recommendations

- Consider non-DM revenue when analyzing DM results
- Use matched back revenue when making list and package decisions
- If/when DM cuts are made, consider seasonality of matched back revenue
- Consider that mail was a touch point when touting other channels success

# Recommendations

- Do not reattribute online gifts to DM in the database
- ***Consider recoding high dollar white mail gifts***

# Recommendations

- More donors are moving online – that will only continue. Give them as many opportunities as possible to give:
  - Unique & easy URLs
  - QR codes
- Leverage matched back data in unique ways
  - Provide to co-ops to enhance models, **matched back donors ARE mail responsive**
  - Consider including matched back donors in house mail selects

What Am I Missing

How are you leveraging your  
matchback data?