

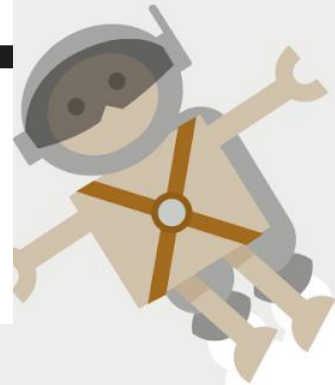
Alex Struthers

Director Campaign Success

Homemade Digital



SuperBolt



Tech Trends Every Fundraiser Should Know About

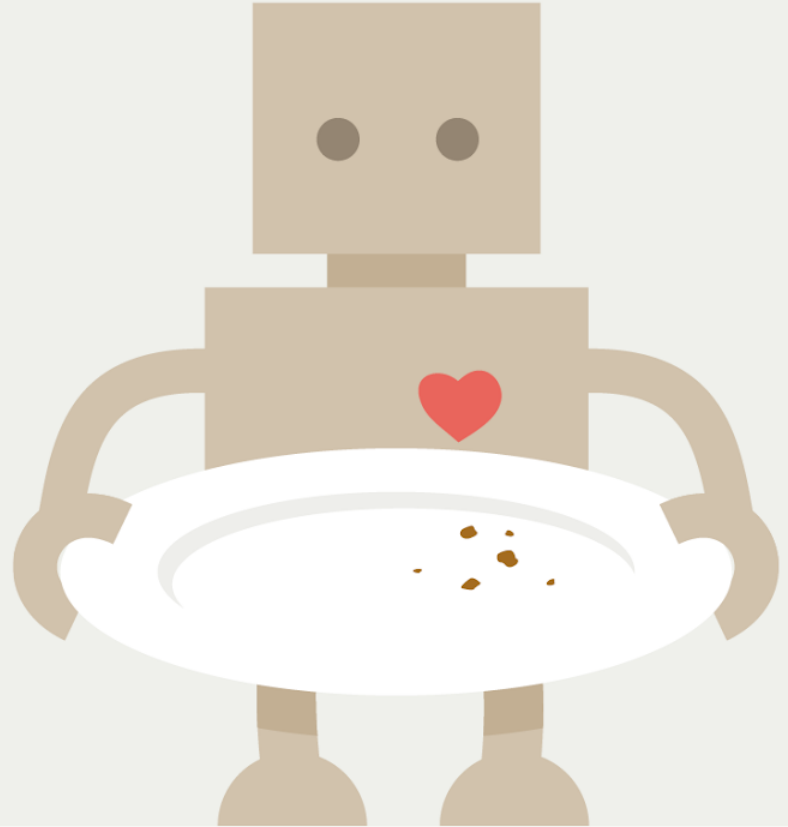
Some Tech Trends

- Cookie-less Future
- Acquisition stuff
- Optimisation
- Supporter Experience



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Prepare for
the cookie-less
future



Countdown to Cookie Apocalypse

2020



2021



26 April

iOS14 required
iPhone users to
opt in to tracking

2022



19 January

facebook
removes
thousands
of interests



June

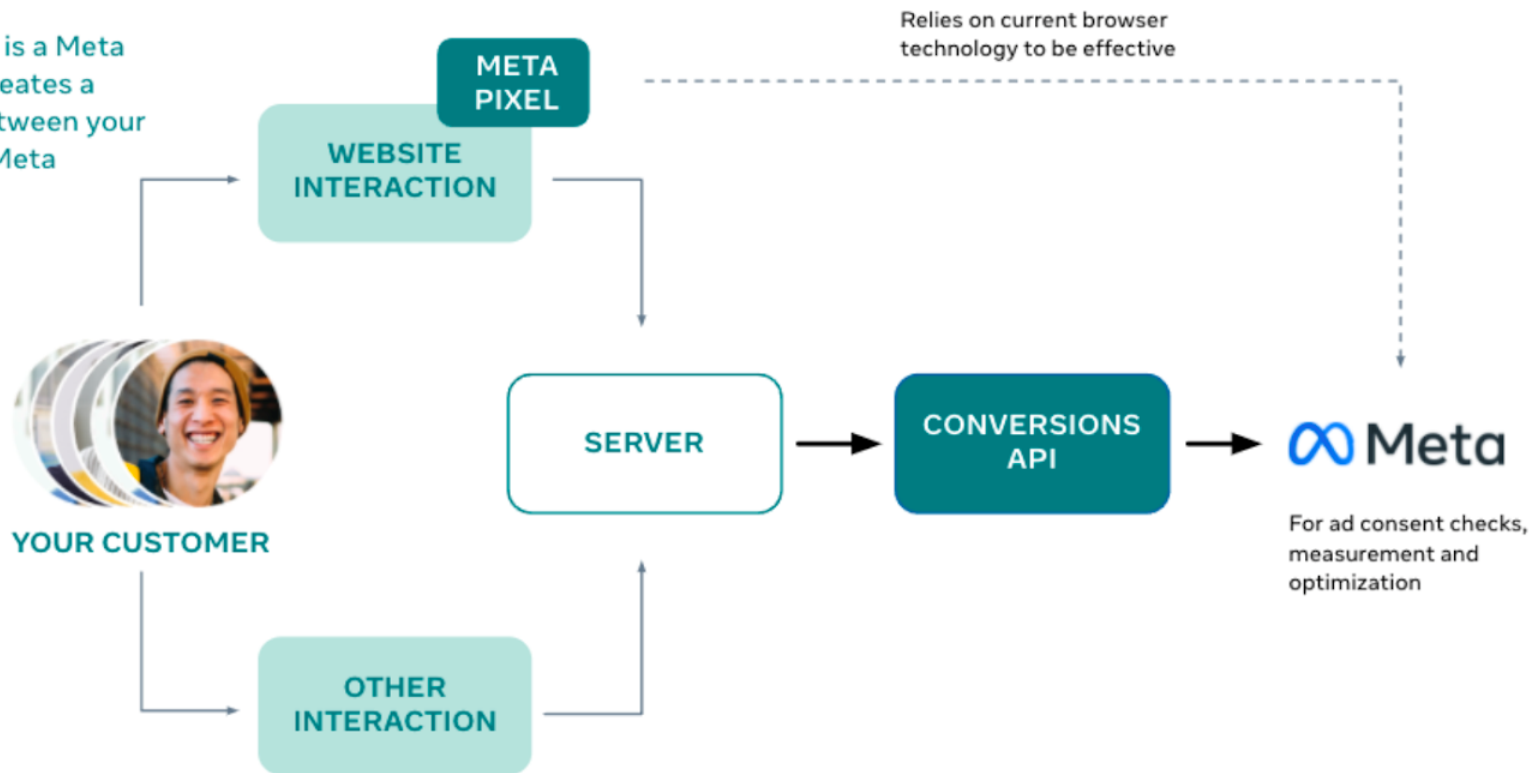
72% of iPhone
users have
opted out of
tracking

2023



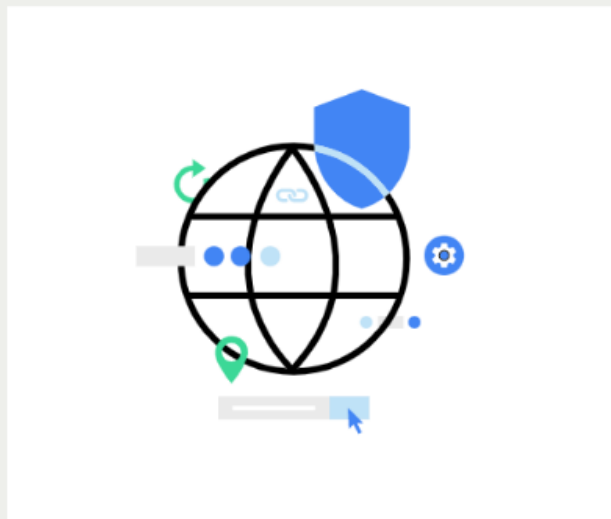
Google will
phase out
cookies by
2023

The Conversions API is a Meta Business Tool that creates a direct connection between your marketing data and Meta technologies.



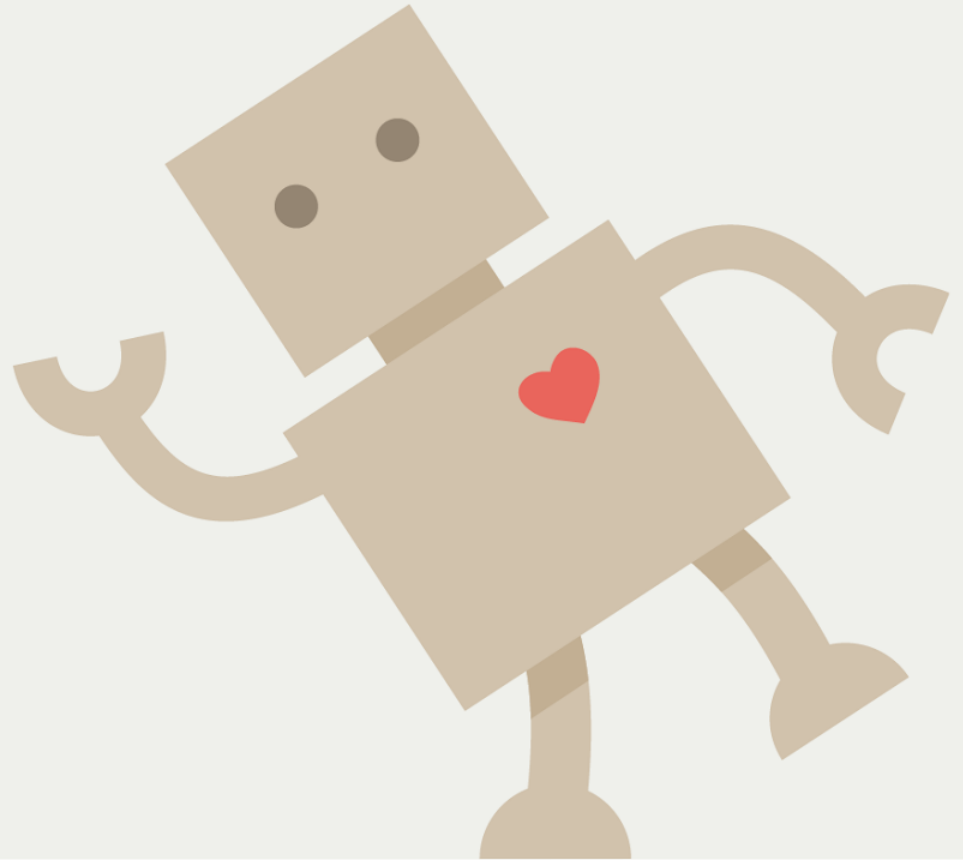
What's happening with Google?

1. Server-side tagging
2. Privacy Sandbox
 - Topics API
 - Fledge API
 - Attribution API
 - FLoC



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**Diversify
your digital
channels**

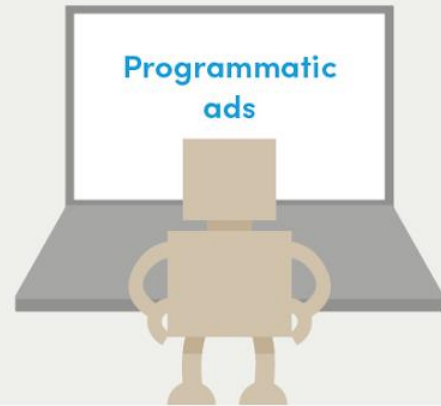
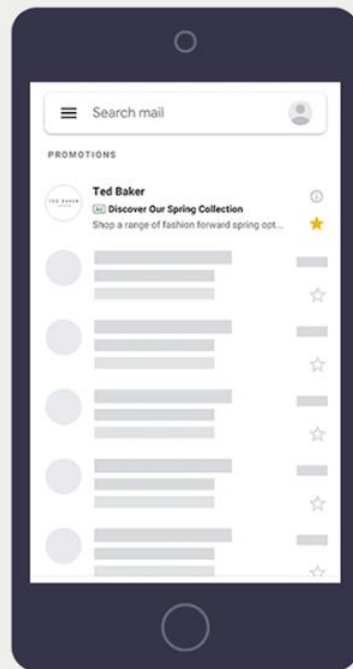
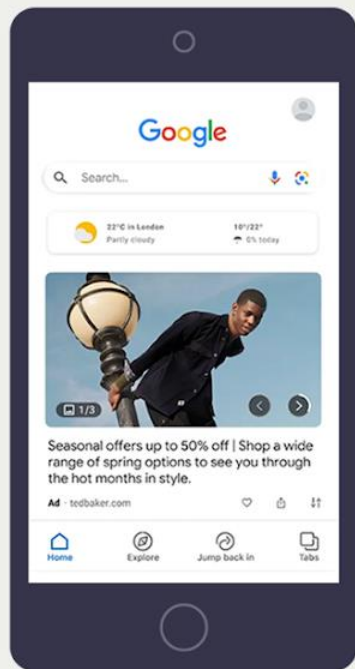
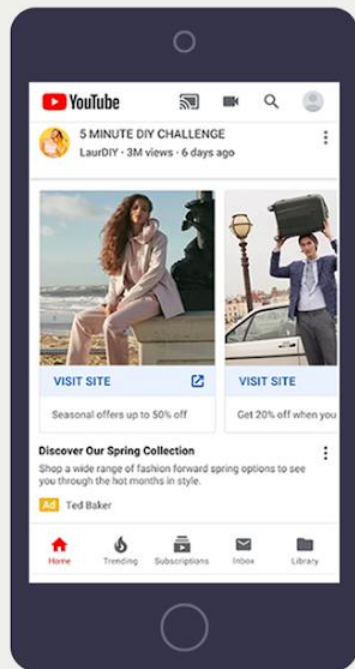


New FB products to Explore

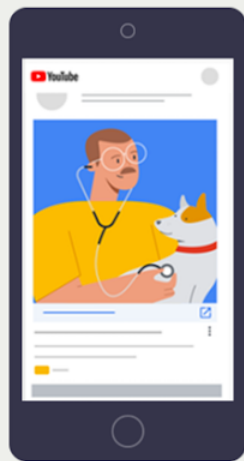
- FB Donate
- FB one-click Fundraising
- FB experience for landing pages
- Recurring notifications
- Lead gen forms



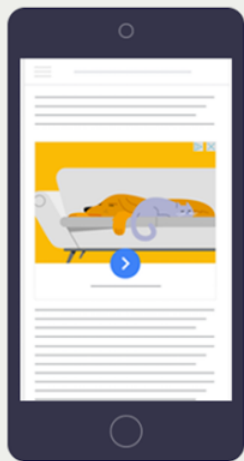
Google Discovery



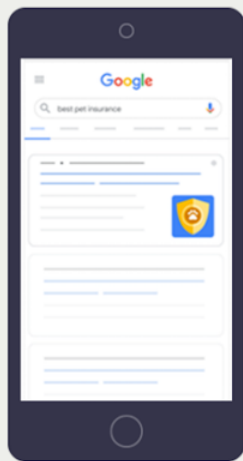
Google Performance Max



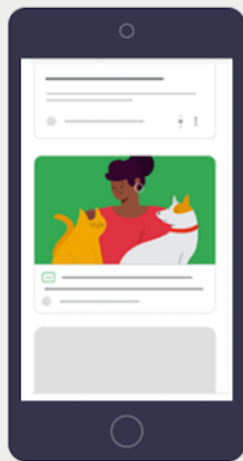

YouTube



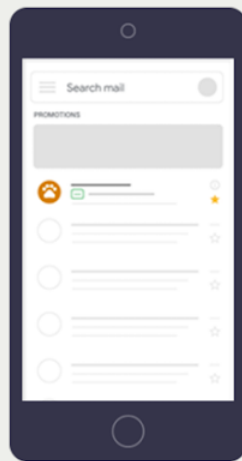

Display



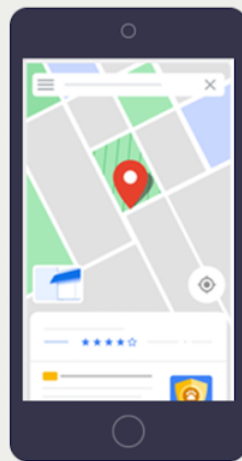

Search




Discover




Gmail



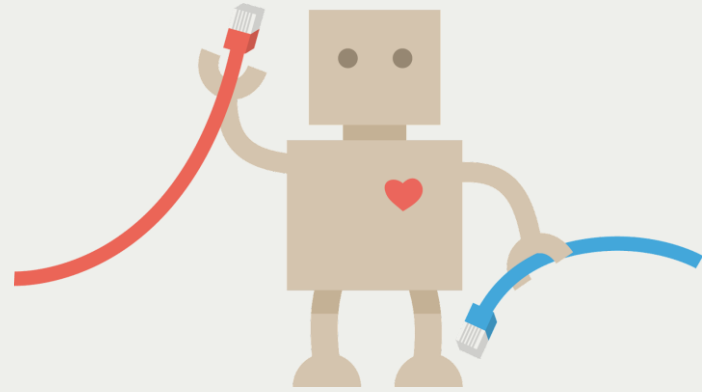

Maps

Social Content

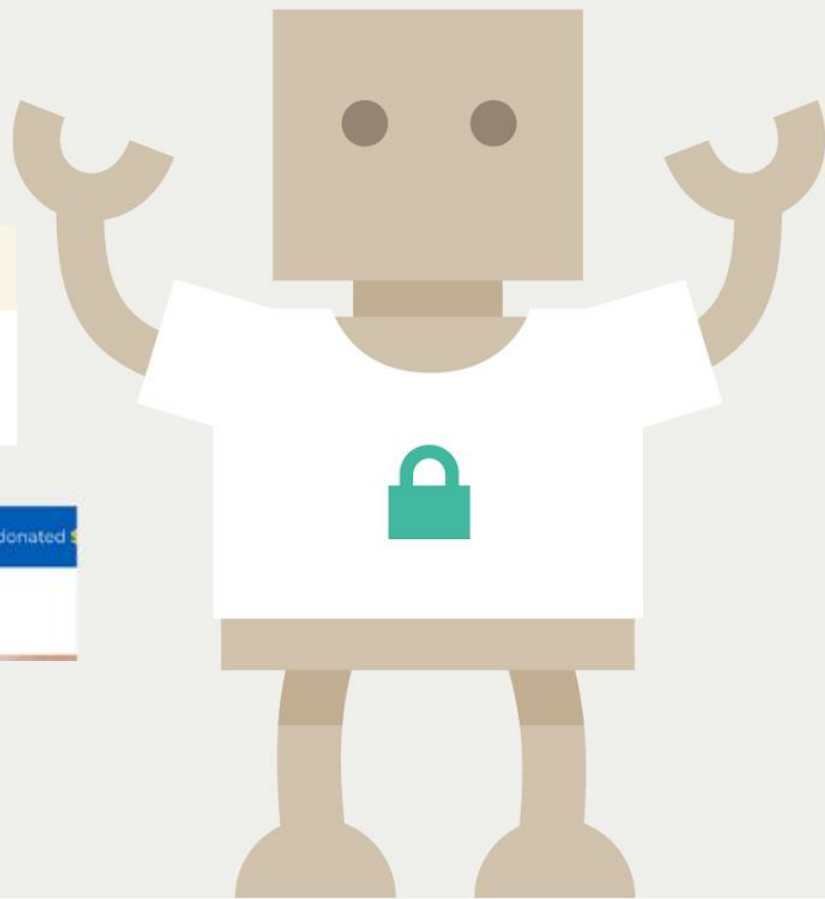
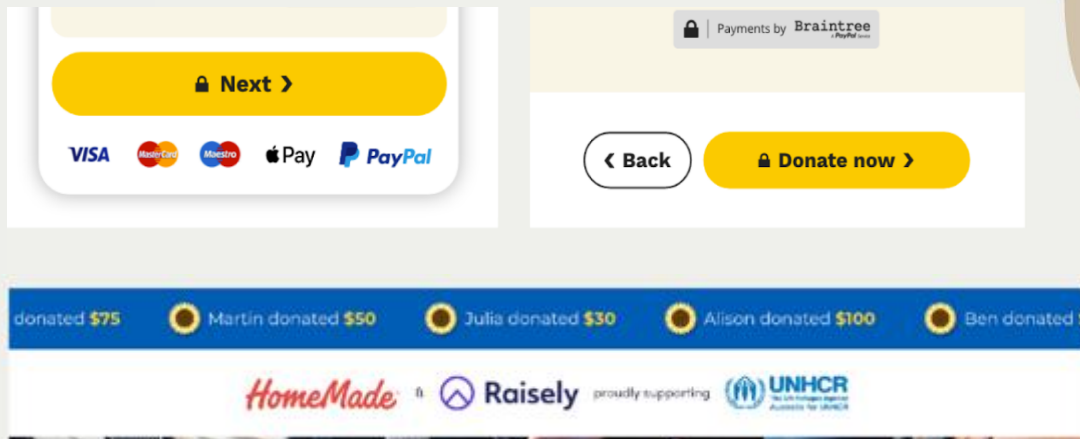


Facebook ranks ads based on a total “value” for each ad
Google also uses a range of metrics and content relevancy in auctions

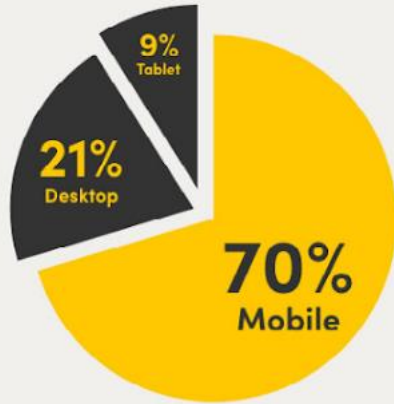
Optimisation Tech Trends



Branding and trust marks



Device



UKRAINE HUMANITARIAN APPEAL

By donating to the Ukraine Humanitarian Appeal, you'll help DEC charities provide food, water, shelter and healthcare to refugees and displaced families.

How much would you like to give today?



Or your own amount:

Add **£12.50** to your donation at no extra cost to you *giftaid it*

Yes I want to Gift Aid my donation of £50 and any donations I make in the future or have made in the past 4 years to the Disasters Emergency Committee

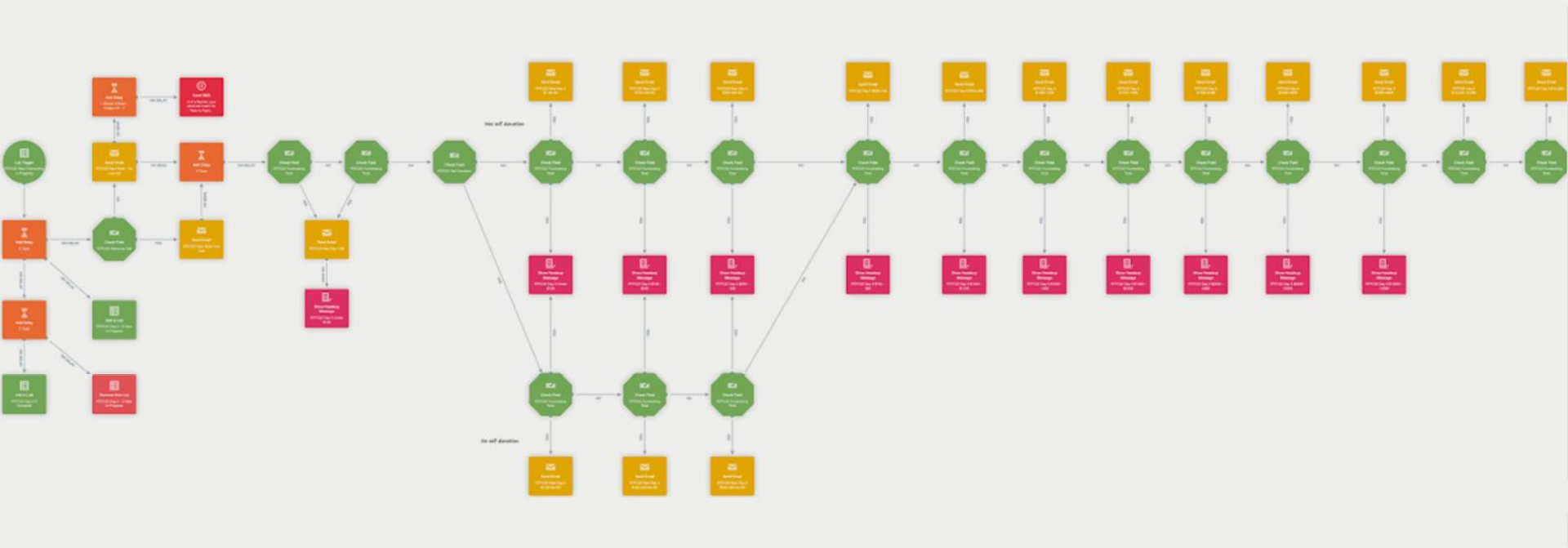
I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. [Show more](#)

Your donations are saving lives

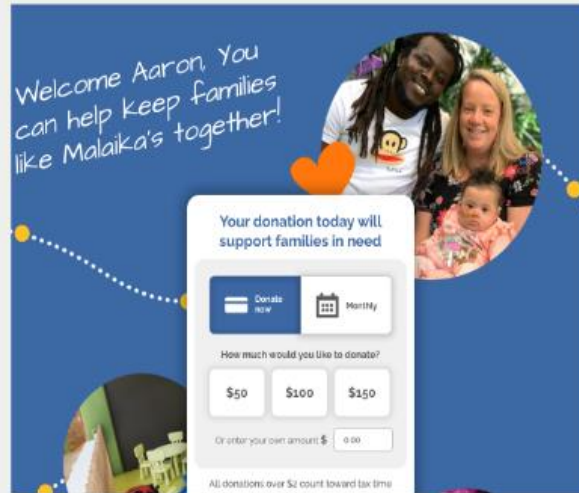
Get the latest news from on the ground, read about the impact of your giving and find out how you can support future emergencies.



Leverage MA



Personalisation



Journey Tech & Trends

TECH

- Open Rates are also impacted by tracking – now you need to look at your CTAs and CTOR
- Use tech for Personalisation – MA, PURLs, QR codes
- Multi-channel – eDM, calls, sms, heads-up or chat personalisation, offline
- Get data mapping right and test!

Trends

- Relevant and new content
- UGC keeps content fresh
- Content personalisation – new, reactivated, renewal, supporter type, level of giving
- Sign-off a real (and ideally reachable) person
- Visual elements – banners, buttons, images etc





**YOU KNOW WHAT
I'M GONNA DO?**

SuperBolt

