DATAPHORIA

The Great Unloved

What you will learn today

- What we do
- Our biggest gripe – the Great Unloved
- Our mystery shopper lead test
- Stories from the USA - converting with digital only
- What you can do
- Great ideas from Australian fundraisers
- Even more ideas!

What we do

DATAPHORIA

Better leads for better results

What we do

Alex Harding:

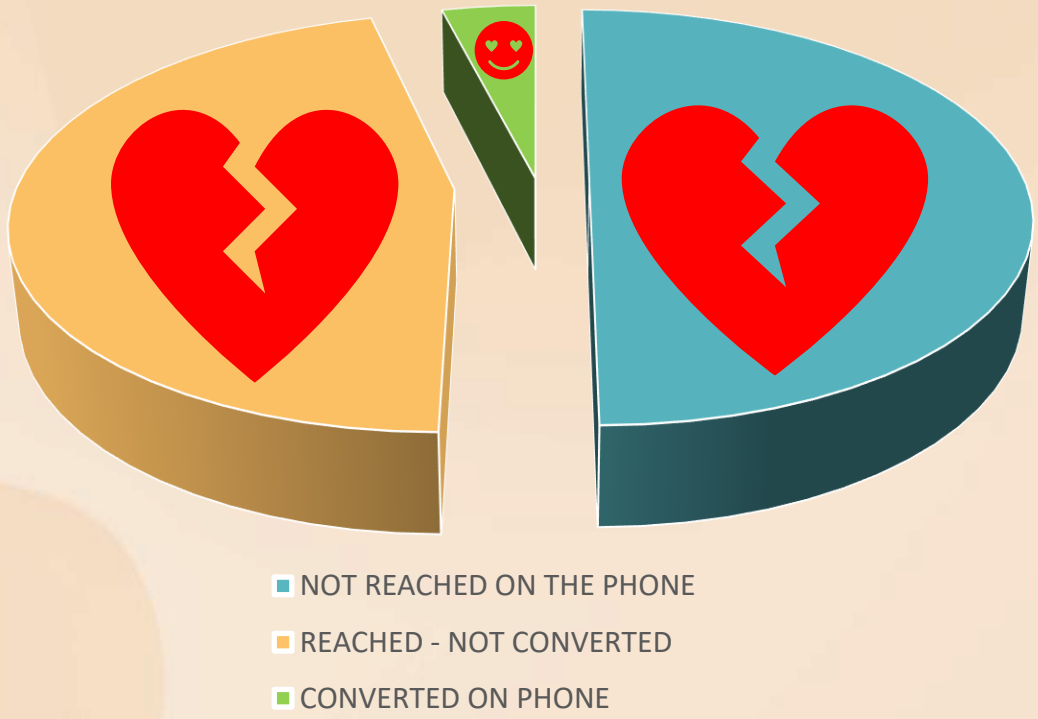
- Data-driven marketing professional since 2001
- Whinging Pom – have a few gripes including the one for today

Dataphoria:

- 13.5 years
- Generate leads with digital and survey calls
- >7 million opt-in leads generated globally
- Over 150 lead generation clients
- Also do lists and analytics

Our biggest gripe

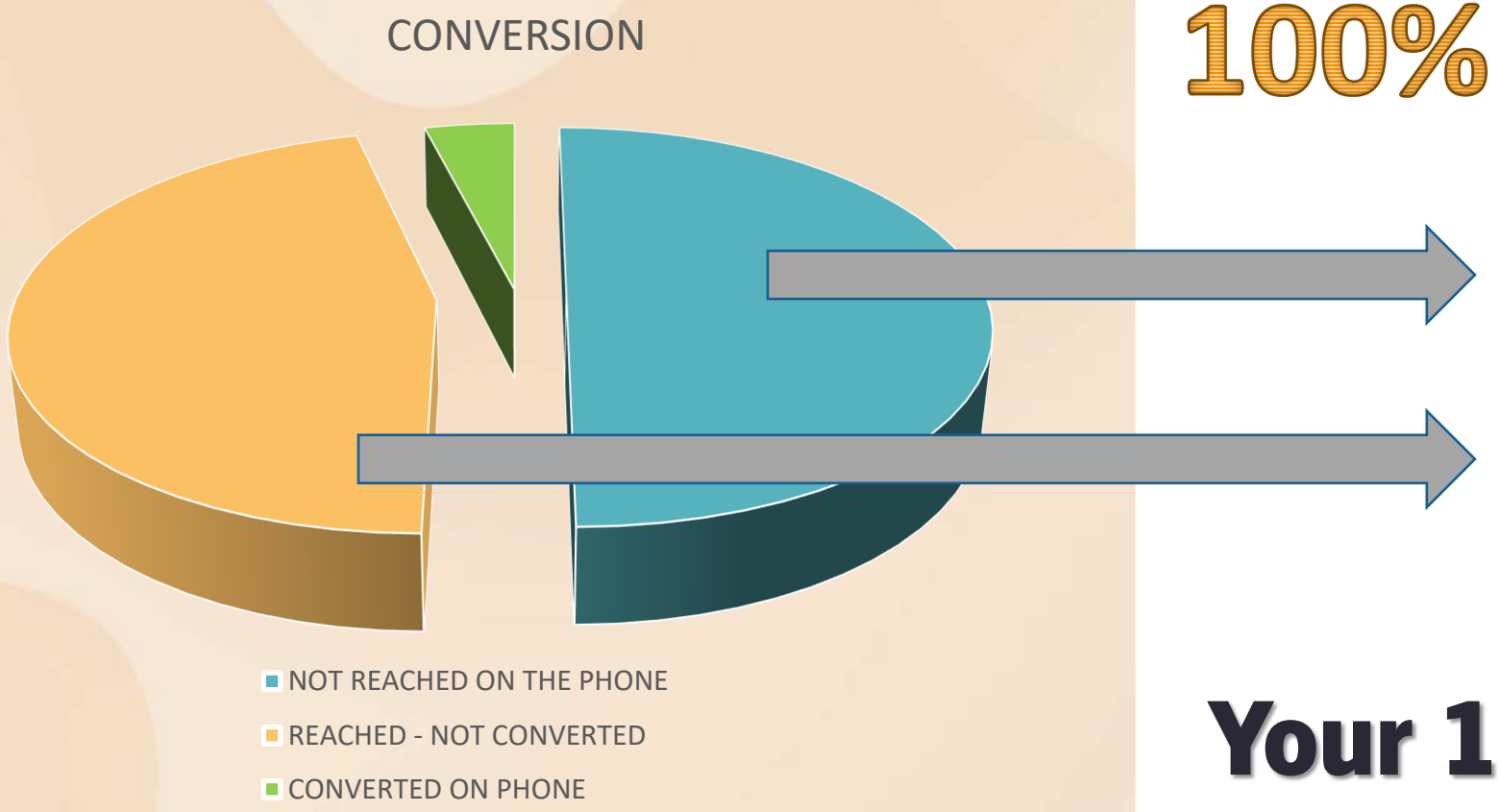
The Great Unloved



96% UNLOVED

Our goal

The Great ~~Un~~loved

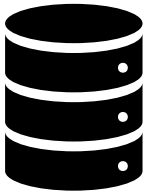


VALUED ASSET

100% LOVED

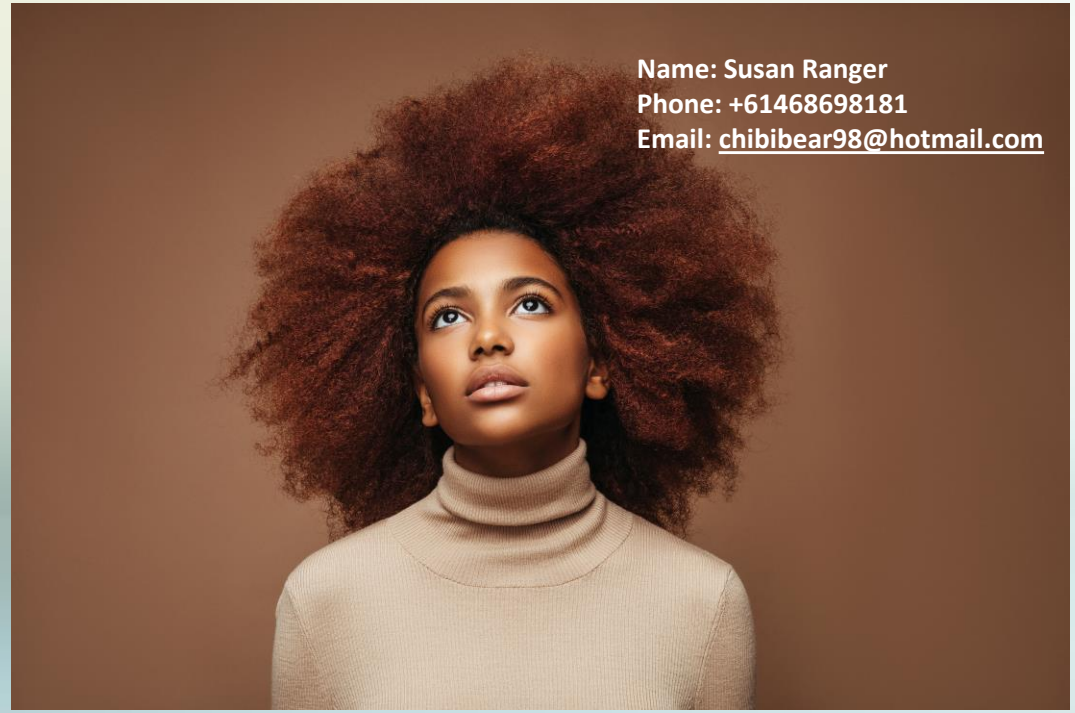
100% LEVERAGED

Your 1st party data



Our mystery shopper lead test

Meet Susan

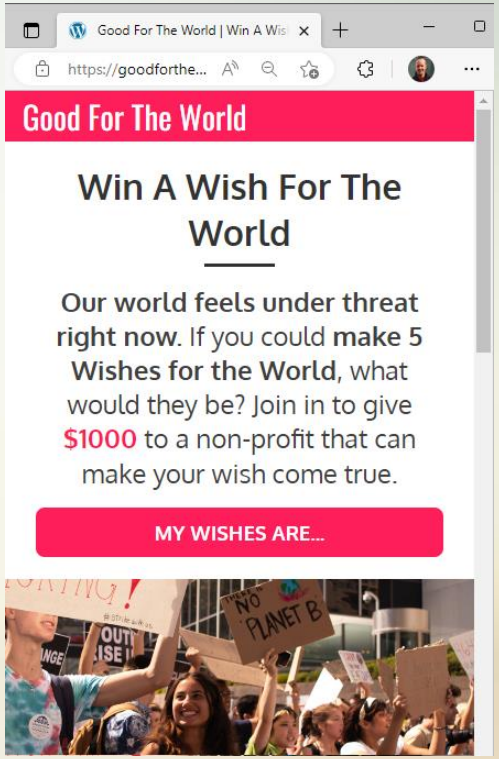


Loves:

- Charities!
- Signed up to 8 charities
- Sites included GoodForTheWorld.com.au

Hates:

- Speaking on the phone
- Telesales people more so



Our mystery shopper lead test

What happened next?

Everyone called - Some faster than others

But Susan didn’t recognize the phone numbers, so she never picked up…

Our mystery shopper lead test

So she waited for the digital journeys…

So Susan couldn’t give in the way she wanted to

Stories from across the pond

Converting with digital only

The story:

- Approached by Dataphoria to generate petition leads - 2014
- Agreed to generate leads for our campaigns
- Started planning…

"What do you mean you only want leads with a phone number? Nobody asks for that in the US!"

So what else do they do?

Case study 1: Cats Protection

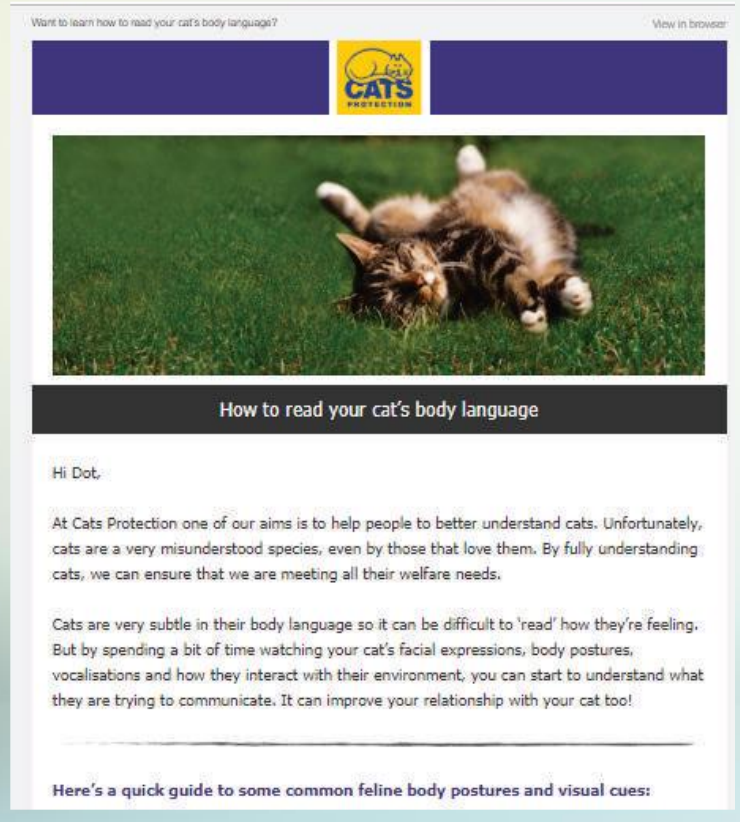
The story:

- Campaign goals:
  - 20,000 new email subscribers
  - Recruit regular givers at a positive ROI
  - Change UK kitten adoption laws

Case study 1: Cats Protection

Journey snapshot:

Case study 1: Cats Protection



Want to learn how to read your cat's body language? View in browser

CATS PROTECTION

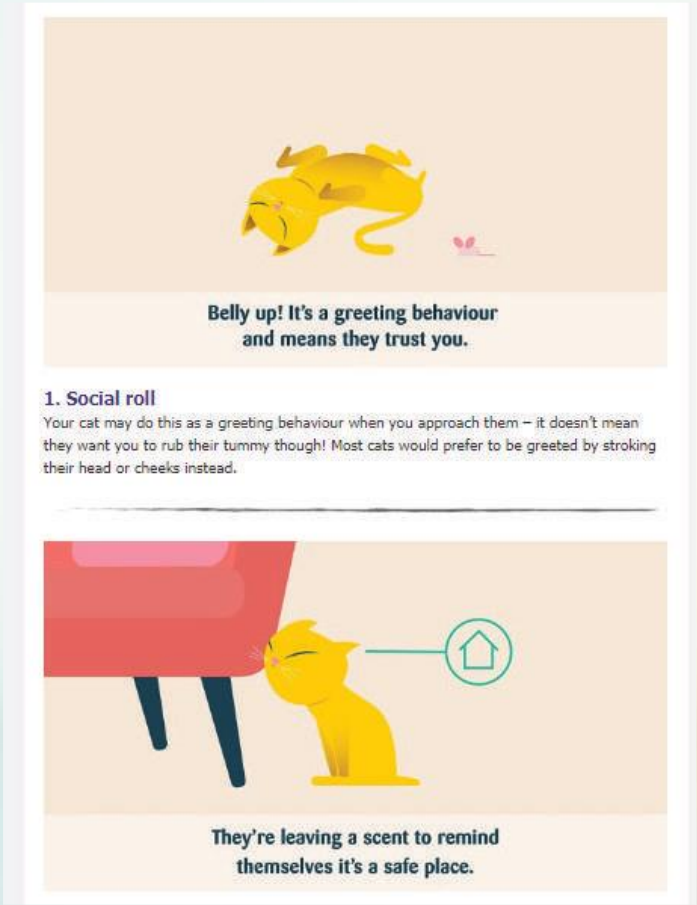
How to read your cat's body language

Hi Dot,

At Cats Protection one of our aims is to help people to better understand cats. Unfortunately, cats are a very misunderstood species, even by those that love them. By fully understanding cats, we can ensure that we are meeting all their welfare needs.

Cats are very subtle in their body language so it can be difficult to 'read' how they're feeling. But by spending a bit of time watching your cat's facial expressions, body postures, vocalisations and how they interact with their environment, you can start to understand what they are trying to communicate. It can improve your relationship with your cat too!

Here's a quick guide to some common feline body postures and visual cues:



Belly up! It's a greeting behaviour and means they trust you.

1. Social roll

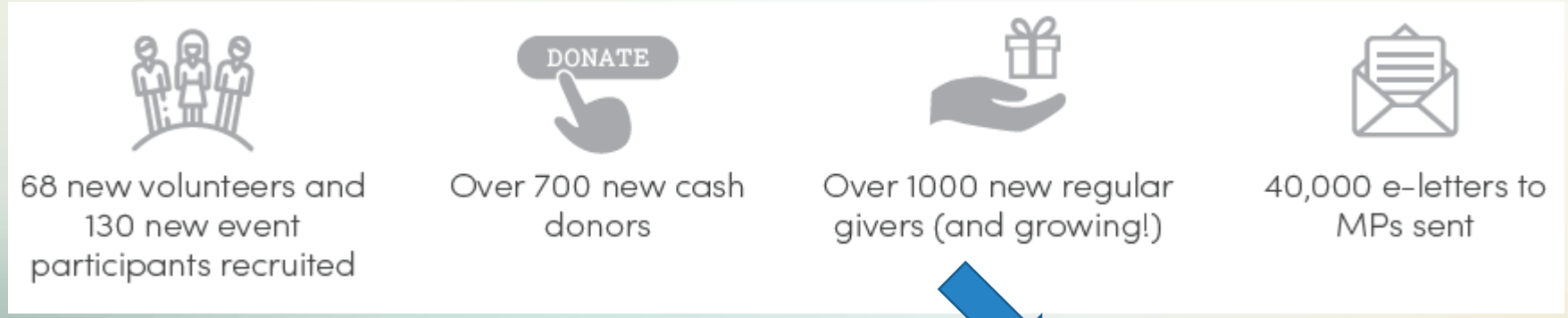
Your cat may do this as a greeting behaviour when you approach them – it doesn't mean they want you to rub their tummy though! Most cats would prefer to be greeted by stroking their head or cheeks instead.

They're leaving a scent to remind themselves it's a safe place.

Case study 1: Cats Protection

Results:

- Government took action against the sale of sick and underage kittens
- Following that victory, Cats Protection returned to Care2 with an even bigger goal of recruiting 85,000



1.2% conversion to RG

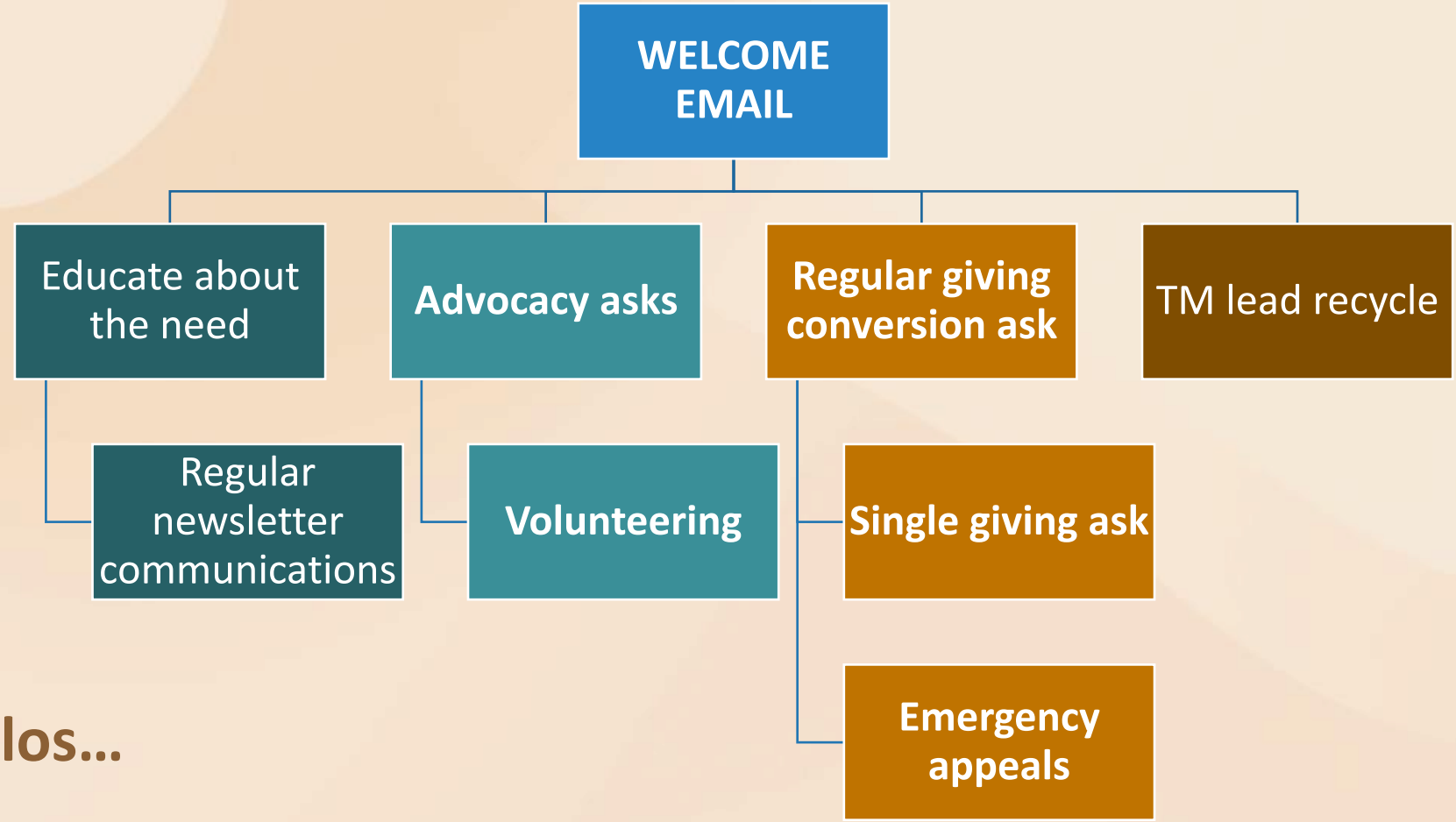
+ 0.8% conversion to cash giver

Case study 2: Animal Aid UK

- **Goals:**
  - New donors, regular givers and members
- **Leads / petition signatures generated:**
  - 7,192 in three weeks
- **Performance:**
  - **10% conversion rate online of our Care2 leads in the first 4 months**

What can you do?

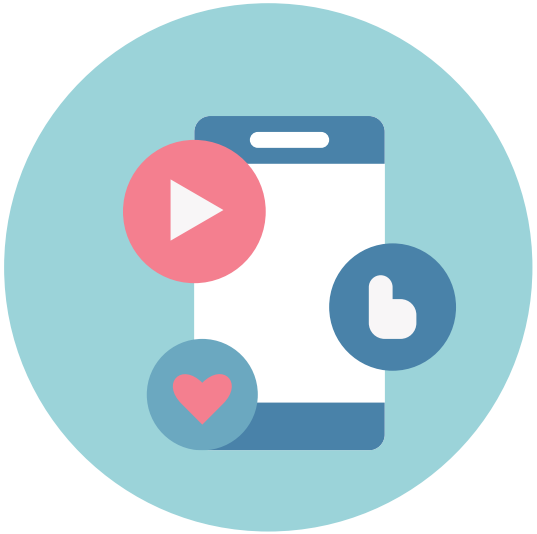
Asks



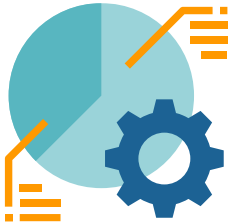
Remove data silos…

Social Connect

Real Time



MULTI-CHANNEL LEAD SOURCES



DEDUPLICATE, STANDARDISE + VERIFY

Encrypted upload to FB in real time

Match by phone/email address

Matched profiles added to FB custom audience

RG CONVERSION

Great ideas from Australian fundraisers

Recycled leads multi-channel digital:

IWDA

Parachute Digital
Guiding you through the digital landscape

Campaign strategy:

- Run 2022 International Women's Day appeal, to both donors and supporters.
- Re-engage 3 years of past signatories and subscribers and convert them to donors.
- Digital first campaign, with EMAIL as the primary channel.

The process

IWDA

Parachute Digital
Guiding you through the digital landscape

Leverage SMS and email

Test straight to donation

Test lead generation

Divide database into 5 key segments

Drive donations with dollar match

Sent 2nd wave of communications in line with Commission on the Status of Women (CSW) conference

Plus much, much more…

Results

IWDA

Parachute Digital
Guiding you through the digital landscape

766 TOTAL Donations

- 676 CASH
- 90 RG

457 DIGITAL Donations

- 410 CASH
- 47 RG

ROI Y1	ROI Y2	ROI Y3
3.01	4.29	5.57

*ROI Year X = (Cash Income + RG Income * 12 * X) / Spent*

With thanks to IWDA & Parachute Digital

Recycle leads:

GREENPEACE

Re-call non-contact after 3 or 6 months

Text ahead of calling

- Knocks out about 25%
  - Reduces phone rejection
  - Saves the cost of the telephone call
  - Pulls out hard bounces - improving dialing efficiency

Disengaged

AKA Re-Recycled

GREENPEACE

12 months after Recycled	Selections:	The cohort is still in testing phase:

	• Non-contacts OR recycled AND no further actions	• 3 SMS journey:
		  • A thank-you (with a vid link)
		  • A survey
		  • A reciprocity piece
		• Assess engagement
		• Aim to build a call file around 25% of selection

With thanks to Convesr & Greenpeace

Engagement funnel

environment victoria

Email program
- Welcome cycle
- Added to the standard normal journey

+

Custom social audience
- Post 2-3 time a week
- Keep engaged with our work

=

Effectively become part of the supporter base

“Stay engaged and keep asking…”

Engagement funnel

Await second action then call

Keep the leads in the system for years – valuable asset

People are still signing up from activist lists like Change.org years later

With thanks to Jonathan Story – Environment Victoria

EOFY22 Tax appeal - digital

Greening Australia

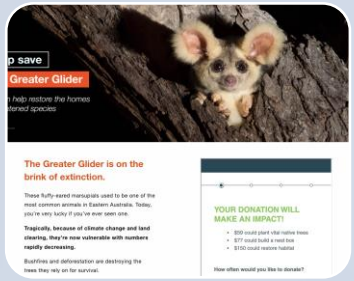
Parachute Digital
Guiding you through the digital landscape

Build audiences

- Acquire new
- Existing supporters

Generate leads across digital channels

Follow up with welcome emails Vs. SMS



Continue with digital journey appeals

Test multiple landing page options

194 new donors generated

Long-tail digital only

Changing the world with **women and girls** actionaid

Procured leads and list:

- Historical survey leads
  - Generic charity
- Live survey leads

Social priming

- 1 month custom audience
- Branding ads to educate
- Selected tried and tested posts

Emailed for tax appeal

Long-tail digital only

Changing the world with **women and girls**
actionaid

Negatives

- Less donations than hoped on campaign 1

Positives

- Big open and click rate
- No un-subscribes & not marked as SPAM
- Still a cheap method to build a database
- Staying front of mind so hopes will engage on emergencies down the track…
- Still incorporate the asset into other campaigns & social media ads
- Collect phone numbers from donations to use in conversion to regular giving

With thanks to Marianne King - Action Aid

Leveraging leads

DIGITAL NINJAS

Consider contact rates

- Email has a low open rate
- Telemarketing has around 47% answer rate
- **SMS has about 100% open rate**
- Consider WhatsApp

Structure messaging

- Relevant custom audiences
- Differing journeys
- **Onboard to the cause – explain the need before talking on how people can assist**

With thanks to Jon Dawson – Digital Ninjas

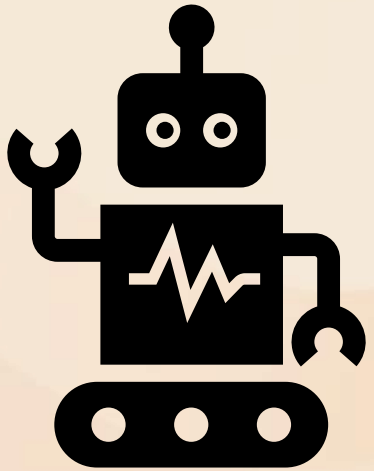
What is the best email journey for a charity?

The best email journey for a charity depends on the charity's goals and the preferences of its audience. However, there are some general tips that can help make an effective email journey for a charity:

1. **Start with a welcome email**: As soon as someone signs up to receive emails from your charity, send them a welcome email. Thank them for their interest and introduce them to your organization's mission and work.
2. **Personalize your emails**: Use the subscriber's name and other relevant information to make your emails feel more personal.
3. **Segment your email list**: Divide your email list into different segments based on their interests, demographics, and other relevant factors. This will allow you to send more targeted messages.
4. **Tell stories**: Share stories of the people or communities that your charity helps. Make your emails emotional and inspiring, while also being informative.
5. Use a clear **call-to-action**: Make sure each email has a clear call-to-action, whether it's to donate, volunteer, or take some other action to support your cause.
6. Use **email automation**: Use email automation tools to send timely and relevant messages to your subscribers based on their behavior and interests.
7. **Follow up**: After someone takes action, follow up with them to thank them and let them know how their support is making a difference.

Remember, the key to a successful email journey for a charity is to build relationships with your subscribers and keep them engaged with your cause.

With thanks to a robot and countless unnamed sources...



OpenAI

Success rates improve where leads work harder…

"The harder I work, the luckier I get." - Samuel Goldwyn

Questions?