

Digital Trends & Insights

Kim Taylor, Supervisor Digital Strategy



russ reid

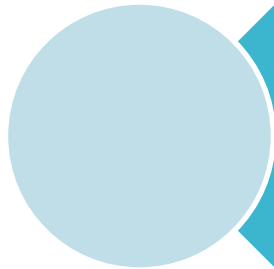
Helping nonprofits
grow beyond

Overview

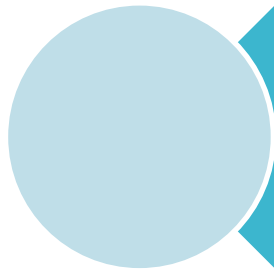
- Food Bank web performance
- Digital donors
- The rise of mobile & responsive design
- Conversion optimization
- Threats & Opportunities

Website performance is on the rise, but a key opportunity exists for Food Banks

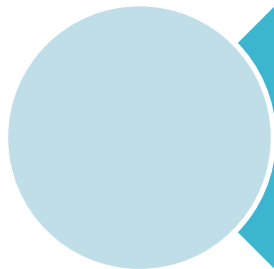
Trend highlights



Website traffic is on the rise



Revenue and average gift have climbed dramatically for our US Food Banks



Conversion rates are down slightly – an opportunity to optimize

US food banks website performance trends

| | 2013 | | 2014 | |
|----------------------|-------------|---------|-------------|---------|
| | Measure | % Δ YOY | Measure | % Δ YOY |
| Visits | 2,132,162 | | 2,278,849 | 6.88% |
| Page Views per Visit | 3.1 | | 3.0 | -2.41% |
| Avg Time on Site | 3.14 | | 2.77 | -11.99% |
| Bounce Rate | 43.9% | | 45.1% | 2.73% |
| Transaction Revenue | \$6,161,340 | | \$7,559,374 | 22.69% |
| Avg Transaction | \$127.30 | | \$161.26 | 26.68% |
| Transactions | 48,400 | | 46,877 | -3.15% |
| Conversion Rate | 2.3% | | 2.1% | -9.38% |

- Our US food banks have seen growth in online traffic (+7%), revenue (+23%) within the last year.
 - A combination of website investments/improvements and driving paid media traffic has resulted in an increase in average gift (+27%)
- Conversion rates are fluctuating, but came in at 2.1% which is a slight drop over last year (-10%)

US food banks have reached a make-or-break moment when it comes to mobile experience



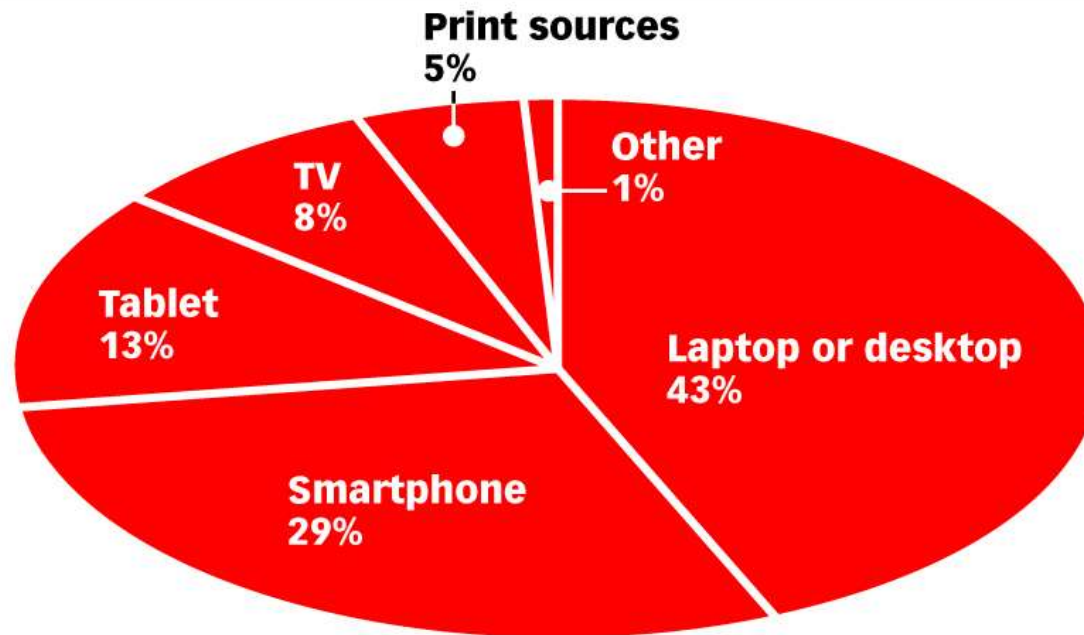
Composite Mobile Trends

| | US | | | Canada | | |
|-----------|------|------|----------|--------|------|----------|
| Metric | 2013 | 2014 | % Change | 2013 | 2014 | % Change |
| Traffic | 20% | 27% | 35.00% | 18% | 28% | 55.56% |
| Revenue | 7% | 9% | 28.57% | 8% | 10% | 25.00% |
| Donations | 7% | 10% | 42.86% | 7% | 11% | 57.14% |

- Mobile and Tablet usage on our websites have seen a large increase year over year
- This change isn't just happening in traffic/visits, but we are seeing larger year over year growth in giving in both the US and Canada

Most Important Device/Media Used to Search for Info When Making a Purchase Decision According to US Smartphone/Tablet Users, March 2014

% of respondents



Note: n=2,001; numbers may not add up to 100% due to rounding
Source: xAd and Telmetrics, "2014 Mobile Path to Purchase: The New Shopper Mindset" conducted by Nielsen, June 3, 2014

182749

www.eMarketer.com

Mobile-friendly sites a must for mobile users

Friendly = More likely to buy

Unfriendly = More likely to leave

67%

"A mobile-friendly site makes me more likely to buy a product or use a service."



61%

"If I don't see what I'm looking for right away on a mobile site, I'll quickly move on to another site."

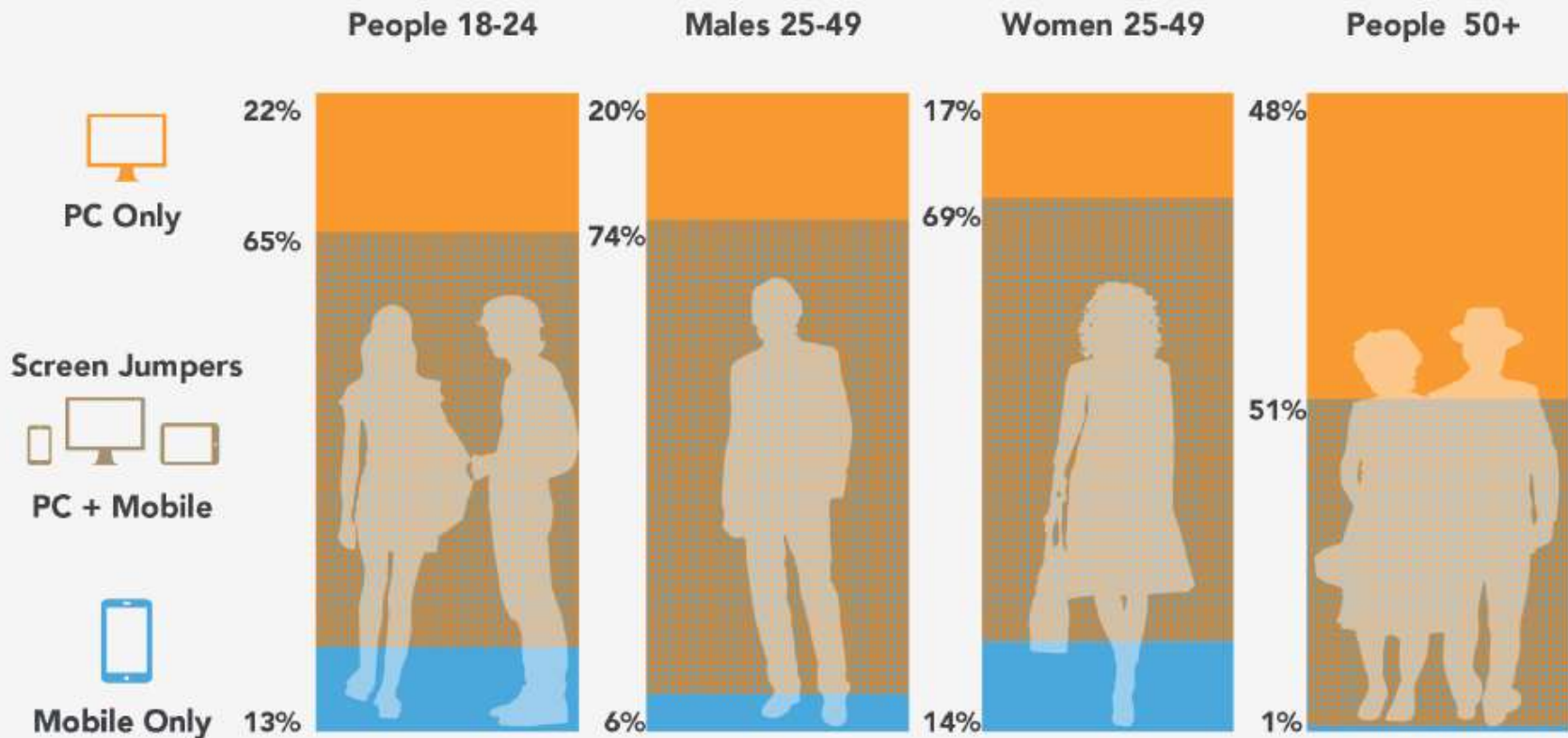


- 74% of users more likely to return to mobile-friendly site
- 52% less likely to engage again with organization that has poor mobile site experience
- Key attributes that users are seeking in mobile sites:
 - ✓ Load time of five seconds or less
 - ✓ Mobile-friendly features: large buttons, easy search, minimal scrolling
 - ✓ Quick access to contact info, product info, transaction funnel

Source: Google

Women 25-49 are Most Likely to Be on Mobile Platforms

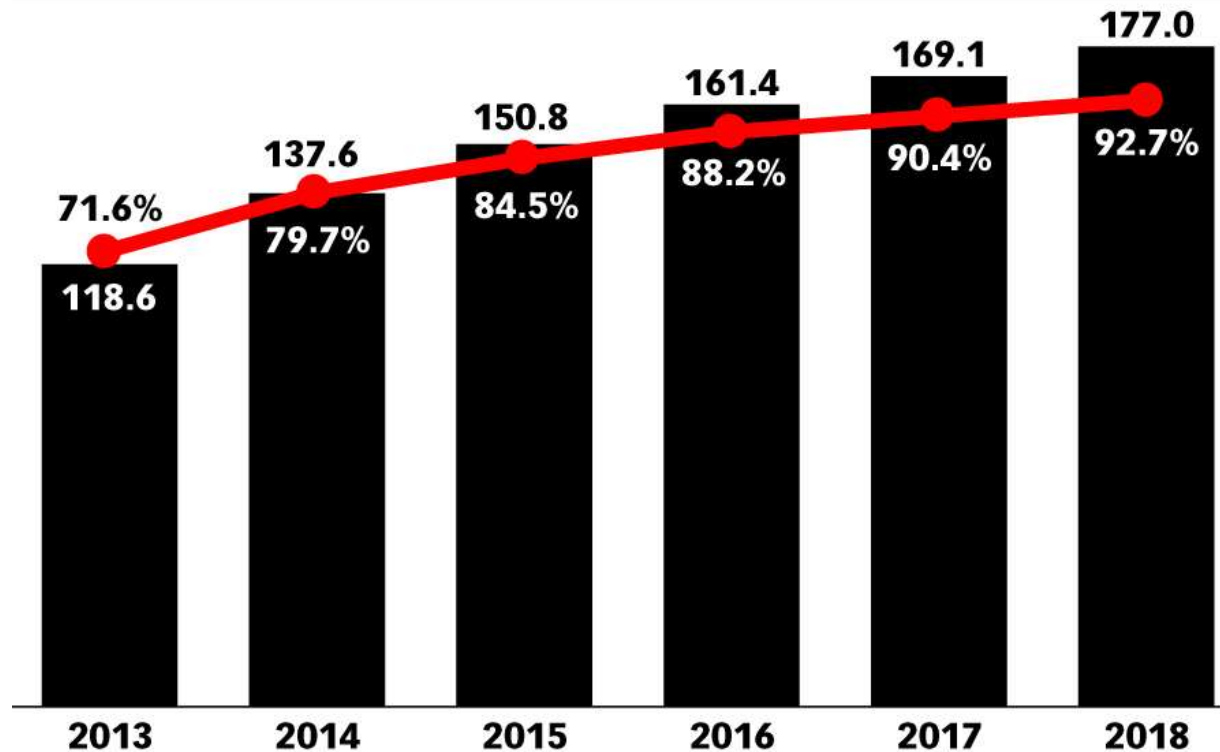
Mobile-only W 25-49 are catching up to PC-only population



Social is mobile. Plan accordingly.

US Mobile Phone Social Network Users and Penetration, 2013-2018

millions and % of social network users



■ Mobile phone social network users

■ % of social network users

Note: mobile phone users of any age who use a social network site via mobile phone (browser or app) at least once per month

Source: eMarketer, Aug 2014

178149

www.eMarketer.com

Optimization a key (missing) ingredient for food banks' digital performance

What is Conversion Optimization?

Conversion Optimization is the process of strategically testing elements across your website with the goal of increasing your conversion rate.

Conversion Optimization is an essential part of any digital strategy and can deliver:

- Dramatic increase in your online fundraising potential
- The ability to do more with the traffic you already have
- Higher ROI

Atlanta Community Food Bank

- Which donation page checkout sequence achieved a higher conversion rate?

Control Variation

Amount:

Select Gift Amount:

Gift Type:

Select a Gift Duration:

Comments:

Basic Information:

First Name:

Last Name:

Street 1:

Street 2:

City:

State/Province:

ZIP/Postal Code:

Phone Number:

Email Address:

Joint Donor First Name:

Joint Donor Last Name:

Select a Payment Type:

Credit Card Number:

CVV Number:

Expiration Date:

Remember Me:

Submit

Test Variation

Gift Amount:

Select Gift Amount:

Gift Type:

Select a Gift Duration:

Comments:

Donation Information:

Select a Payment Type:

Credit Card Number:

CVV Number:

Expiration Date:

Basic Information:

First Name:

Last Name:

Street Address:

Street Address 2:

City:

State/Province:

ZIP/Postal Code:

Phone Number:

Email Address:

Joint Donor First Name:

Joint Donor Last Name:

Remember Me:

Submit

ation
2.7% lift in
ite. The test
statistical
96.1%.

Community Food Bank

- Did removing the top navigation on the donation page improve the conversion rate?

Control Variation



Community FOOD BANK
A Member of **RUSS REID**

The Mission Get Involved Stories of Change

We serve over 530,000 people who live in poverty and face the threat of hunger. Every \$1 you give provides food for 9 meals.

Help provide food for hungry children, families and seniors here in the Central Valley with your generous gift right now. Your caring, compassionate support not only helps feed struggling neighbors, but also turns their hunger into hope. *Thank you for giving.*

Please select your donation amount:

- ☐ \$25.00 to help provide 225 meals
- ☐ \$75.00 to help provide 675 meals
- ☐ \$150.00 to help provide 1,350 meals
- ☐ \$250.00 to help provide 2,250 meals
- ☐ Other \$
- ☐ I would like to make this a monthly recurring donation.

Test Variation



Community FOOD BANK
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The Mission Get Involved Stories of Change

We serve over 530,000 people who live in poverty and face the threat of hunger. Every \$1 you give provides food for 9 meals.

Help provide food for hungry children, families and seniors here in the Central Valley with your generous gift right now. Your caring, compassionate support not only helps feed struggling neighbors, but also turns their hunger into hope. *Thank you for giving.*

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- ☐ \$25.00 to help provide 225 meals
- ☐ \$75.00 to help provide 675 meals
- ☐ \$150.00 to help provide 1,350 meals
- ☐ \$250.00 to help provide 2,250 meals
- ☐ Other \$
- ☐ I would like to make this a monthly recurring donation.

The test variation resulted in a **-8.6%** lift in conversion rate.

Community Food Bank

- Which donation page checkout sequence achieved a higher conversion rate?

Control Variation

Please select your donation amount:

☐ \$25.00 to help provide 225 meals
☐ \$75.00 to help provide 675 meals
☐ \$150.00 to help provide 1,350 meals
☐ \$250.00 to help provide 2,250 meals
 Other \$
☐ I would like to make this a monthly recurring donation.

Your Information:

☒ Save on my billing address

WE CURRENTLY ACCEPT VISA AND MASTERCARD

Card Number*

CVV*

Expiration*

Name on Card*

Address*

City*

State / Province*

Postal Code*

Country*

Phone

Email Address*

☒ I would like to receive occasional email updates from Community Food Bank.

Is this gift in honor/memory of a friend or loved one?

☐ Yes, to honor someone
☐ Yes, in memory of someone

Donate Now

Test Variation

Please select your donation amount:

☐ \$25.00 to help provide 225 meals
☐ \$75.00 to help provide 675 meals
☐ \$150.00 to help provide 1,350 meals
☐ \$250.00 to help provide 2,250 meals
 Other \$
☐ I would like to make this a monthly recurring donation.

Is this gift in honor/memory of a friend or loved one?

☐ Yes, to honor someone
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Your Information:

☒ Save on my billing address

WE CURRENTLY ACCEPT VISA AND MASTERCARD

Card Number*

CVV*

Expiration*

Name on Card*

Address*

City*

State / Province*

Postal Code*

Country*

Phone

Email Address*

☒ I would like to receive occasional email updates from Community Food Bank.

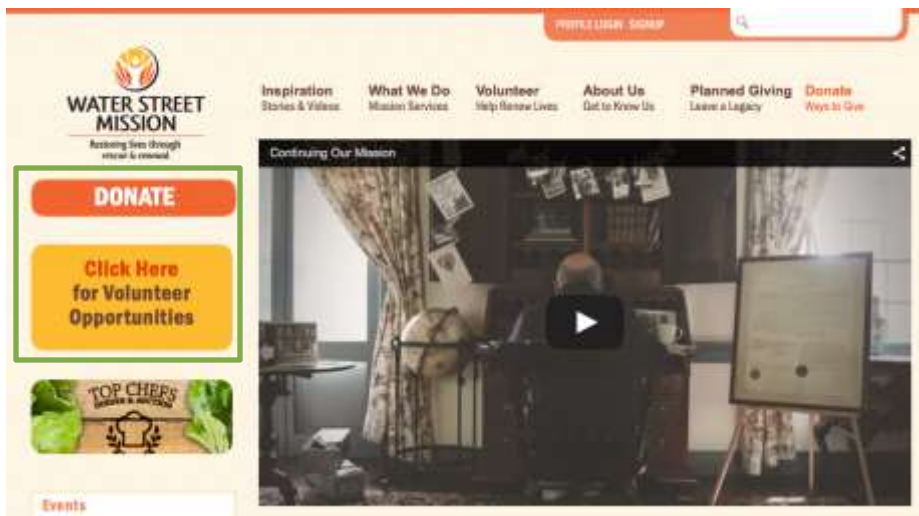
Donate Now

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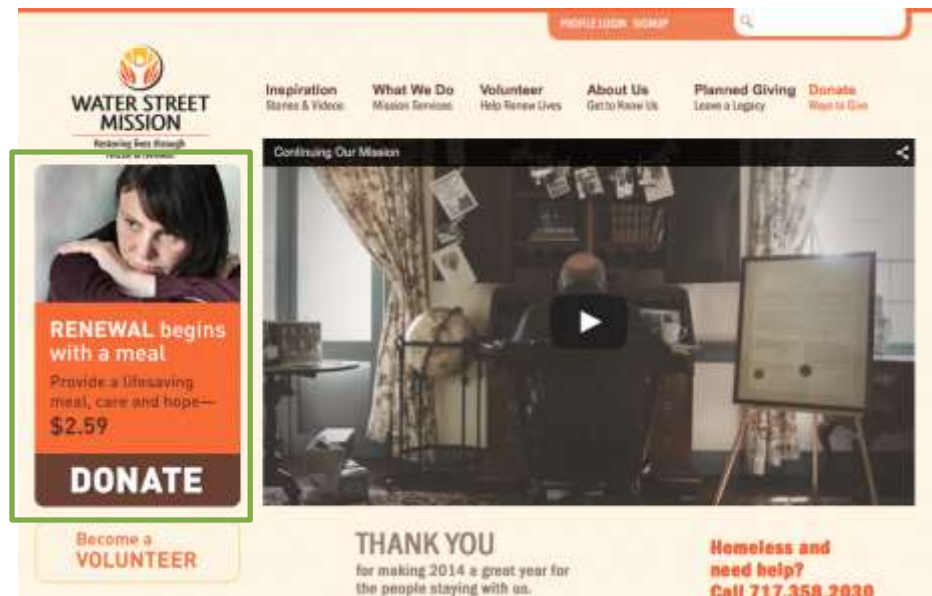
Water Street Mission

- Which left rail content achieved a higher homepage revenue-per-visitor?

Control Variation



Test Variation



The test variation achieved a **97.0%** lift in homepage revenue-per-visitor. The test reached a statistical confidence of 98.9%.

Downtown Rescue Mission

- Which donation page value proposition achieved a higher conversion rate?

Control Variation



The screenshot shows the 'Control Variation' of a donation page. At the top is a dark header with the 'DOWNTOWN RESCUE MISSION' logo on the left and three navigation links ('Get Involved', 'What We Do', 'Who We Are') on the right. Below the header, the main content area has a headline 'Give meals for hungry, homeless people—\$1.92 each' followed by a paragraph about the mission's 35-year history. To the right of the text is a photo of two men at a table. At the bottom is a red button labeled 'Please select your donation amount:'.

Test Variation



The screenshot shows the 'Test Variation' of the donation page. It features the same header and headline as the control. However, the paragraph text is updated to 'For 40 years the Downtown Rescue Mission has changed lives by providing Christ-filled, compassionate services to those in desperate need throughout Alabama and Southern Tennessee. Please give and help renew hope.' Below this, a new section titled 'Your gift today provides:' lists three bullet points: 'Hot, nourishing Easter meals for homeless people', 'Safe shelter from the streets', and 'Hope for a brighter future'. The red donation button remains at the bottom.

The test variation achieved a **63.3%** lift in conversion rate. The test reached a statistical confidence of 97.8%.

Modesto Gospel Mission

- Which donation page value proposition achieved a higher conversion rate?

Control Variation



Who We Are Get Involved Stories of Change

Urgent: Help provide more than 33,800 meals this Resurrection season

Give meals for hungry, homeless people—\$2.07 each

As we prepare for the more than 33,800 meals we expect to serve this Resurrection season, you can help make it possible. Please give and help renew hope. Just \$2.07 is all it takes to give a to a hungry, homeless and hurting person this Resurrection season.



Please select your donation amount:

Test Variation



Who We Are Get Involved Stories of Change

Urgent: Help provide more than 33,800 meals this Resurrection season

Give meals for hungry, homeless people—\$2.07 each

As we prepare for the more than 33,800 meals we expect to serve this Resurrection season, you can help and make it possible. Please give and help renew hope.



Your gift will provide:

- Hot, nourishing meals for homeless people
- Safe shelter from the streets
- Hope for a brighter future

Please select your donation amount:

The test variation achieved a **50.8%** lift in conversion rate. The test reached a statistical confidence of 93.1%.

Los Angeles Mission

Christmas Splash Page



The Christmas splash page resulted in a **-9.5%** decrease in the homepage conversion rate.

The Union Mission Ministries

- Which left rail content achieved a higher homepage conversion rate?

Control Variation

Test Variation



The test variation achieved a **59.5%** lift in homepage conversion rate. The test reached a statistical confidence of 95.9%.

Feed the Children

- Which donation page value proposition achieved the higher average order value?

Control



Need



Multiplier



Feed the Children

- Which donation page value proposition achieved the higher average order value?



The Multiplier treatment achieved a **54.8%** lift in average order value over the control. The test reached a confidence of 95.4%.

The Need treatment also achieved a **37.7%** lift reaching a confidence of 91.9%.

The bulleted format of both the Need and Multiplier treatments improved readability and the perceived benefit of the multiplier compelled users to make larger donations.

Which test won?

- Which donation page achieved a higher sustainer conversion rate?

Recipe A

Recipe B

IFAW International Fund for Animal Welfare

Support IFAW's Work

Donate Now

Donation amount

☒ \$25 ☐ \$50 ☐ \$100 ☐ Other \$

Donation type

☐ Make an automatic monthly payment

☒ Make a one-time gift

Your gift protects endangered animals, provides emergency relief to animals in crises, and saves pets and wildlife around the world.

Your gift represents a vital contribution to IFAW's entire mission of saving the world's animals from cruelty and exploitation and will be used where most needed to help ease their suffering.

Other ways to give

Address details

First Name

Last Name

Email address

Address 1

Address 2

City or town

Please select

Postal code

United States

We will keep you updated on our campaigns via email. You can unsubscribe at any time.

Payment details

☒ Donate using Credit Card

☐ Donate using PayPal

Cardholder's name

Card number

CVV What is a CVV number?

Expiration 05 2012

By clicking Donate Now I agree to the terms and conditions of this transaction including IFAW's [refund policy](#).

Donate Now

IFAW International Fund for Animal Welfare

Other ways to give

Save hurting dogs, cats, and wildlife today.

Whether trapped by natural disasters, helpless against abuse or even snatched by poachers, they need us. Your gift helps IFAW lead the way to save the lives of animals large and small.

1 Give Now

Donate Monthly

As an IFAW Champion for Animals, you'll join a special group of monthly supporters who continuously help rescue and protect animals across the globe.

Your \$8 monthly gift saves stranded pets when disaster strikes, shields animals in the wild from danger, and much more.

☒ Yes! I want to donate \$8 a month

☐ I want to do more

Make a One-Time Gift

Your donation works right where it is most urgently needed to save dogs, cats, elephants, seals, dolphins, whales and all kinds of animals around the world from cruelty, exploitation, pain and suffering.

☐ \$8 ☐ \$50 ☐ \$100 ☐ I want to do more

2 Your Information

☒ Donate using Credit Card

First Name

Last Name

Email address

Address 1

Address 2

City or town

State

Postal code

United States

CVV What is a CVV number?

Expiration Month Year

By clicking Donate Now I agree to the terms and conditions of this transaction including IFAW's [refund policy](#).

Donate Now

Which test won?

- Which donation page achieved a higher sustainer conversion rate?



IFAW International Fund for Animal Welfare

Other ways to give

Save hurting dogs, cats, and wildlife today.

Whether tipped by natural disasters, helpless against abuse or even slaughtered by poachers, they need us. Your gift helps IFAW lead the way to save the lives of animals large and small.

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As an IFAW Champion for Animals, you'll join a special group of monthly supporters who continuously help rescue and protect animals across the globe.

Your \$9 monthly gift saves abandoned pets when disaster strikes, shields animals in the wild from danger, and much more.

☒ Yes! I want to donate \$9 a month.

☐ I want to do more

Make a One-Time Gift

Your donation works right where it is most urgently needed to save dogs, cats, elephants, seals, dolphins, whales and all kinds of animals around the world from cruelty, exploitation, pain and suffering.

☐ \$25
☐ \$50
☐ \$100
☐ I want to do more

2 Your Information

☐ Donate using Credit Card

First Name:
Last Name:
Email Address:
Address 1:
Address 2:
City or town:
State:
Postal code:
United States:

Cardholder's name:
Card number:
CVV: What is a CVV number?
Expiration: Month Year

By clicking Donate Now I agree to the terms and conditions of this transaction including IFAW's [privacy policy](#).

Donate Now

CHARITY NAVIGATOR
BBB
VeriSign Secured

Recipe B achieved a 362% lift in sustainer sign-ups. The test reached a statistical significance of 97%.

Additionally, Recipe B achieved a **54%** lift in overall revenue (96% statistical significance).

What trends are you seeing?

What opportunities or threats are you seeing?

Biggest opportunities . . . biggest threats

The rise of mobile commerce

Mobile payments on the horizon

- Several contenders; which will be first to go mainstream?
- Will dramatically impact both offline and online commerce
- The consideration for nonprofits
 - ✓ Who is rising to the top?
 - ✓ How will this impact donor giving behavior?
 - ✓ What is the opportunity for my organization to drive fundraising growth?



Mobile payments on the horizon

The screenshot shows the 'Shopping Cart' page of The Honest Company. At the top left is the company logo. To the right, there's a contact number and a time range: 'Questions? 1.888.862.8818 Mon - Fri 5AM - 5PM PST'. Below this are two buttons: 'Continue Shopping' and 'Proceed to Checkout'. A promotional banner for 'Subscribe to Bundle & Save!' is present, offering a monthly supply of diapers and wipes for \$79.95. The 'Review Your Cart' section lists a 'Formula Dispenser' for \$6.95 with a quantity of 1. A green box indicates 'FREE SHIPPING' on orders over \$50.00, with a note that the user is \$43.05 away from free shipping. The subtotal is \$6.95. A red arrow points from the 'Proceed to Checkout' button to a yellow box containing the 'Pay with Amazon' button, which is highlighted. Below the 'Pay with Amazon' button is a small link that says 'What's this?'. The 'russ reid' logo is in the bottom right corner.

Shopping Cart

Questions? 1.888.862.8818 Mon - Fri 5AM - 5PM PST

Continue Shopping

Proceed to Checkout

Subscribe to Bundle & Save!

If you choose the Diapers & Wipes Subscription Bundle, you'll get a monthly supply of diapers and wipes for only \$79.95.

+ Add a Diapers & Wipes Bundle

Review Your Cart

Is your order a gift? ☐ NO

Formula Dispenser

remove

Quantity

1

Subtotal \$6.95

Plus applicable tax and shipping.

FREE SHIPPING on orders over \$50.00

You're only \$43.05 away from free shipping.

Continue Shopping

Proceed to Checkout

OR

Pay with Amazon

What's this?

US Holiday Season Retail Ecommerce Sales, by Device and Shopping Day, 2014

billions and % of total

| | Thanksgiving | Black Friday | Cyber Monday |
|--------------------|---------------|---------------|---------------|
| Desktop* | \$1.01 | \$1.51 | \$2.04 |
| Mobile** | \$0.36 | \$0.44 | \$0.56 |
| —mobile % of total | 26% | 22% | 21% |
| Total | \$1.37 | \$1.94 | \$2.59 |

*Note: Thanksgiving was Nov 27, Black Friday was Nov 28 and Cyber Monday was Dec 1; excludes auctions, large corporate purchases and travel; numbers may not add up to total due to rounding; *includes home and work desktop computers; **includes smartphones and tablets*

Source: comScore Inc. as cited in company blog, Dec 8, 2014

183019

www.eMarketer.com



Mobile purchase study

Percent of device owners who have purchased select products/services

| Product/service purchased | Device used to purchase | | |
|------------------------------|-------------------------|--------------------|--------|
| | Via mobile phone | Via digital tablet | Via PC |
| Apparel/Accessories | 28% | 47% | 56% |
| Electronics | 21% | 41% | 49% |
| Food | 11% | 23% | 21% |
| Pharmaceuticals/Drugs | 9% | 18% | 19% |
| Stocks/Bonds/Mutual funds | 6% | 15% | 13% |
| Tickets to movies/events | 15% | 34% | 43% |
| Toys/Games | 11% | 34% | 32% |
| Travel services/reservations | 10% | 33% | 56% |
| Personal care/Toiletries | 9% | 13% | 23% |
| Auction items | 14% | 26% | 23% |
| Charitable donation | 10% | 15% | 15% |
| Books | 13% | 45% | 41% |
| Music | 17% | 41% | 35% |
| Video games | 16% | 33% | 25% |
| Other | 13% | 14% | 15% |
| None of these | 24% | 4% | 2% |

Source: Experian Marketing Services

- This Experian study shows that people who were asked were just as likely to give to a charity on Tablets as their PC (15%)
- There is a 33% drop in whether this group has given on a Mobile phone (10%)
- This percentage drop is well below the standard for all other sectors / industries listed in this study which average well over 50% drop-off in mobile conversion

Opportunities . . . And threats

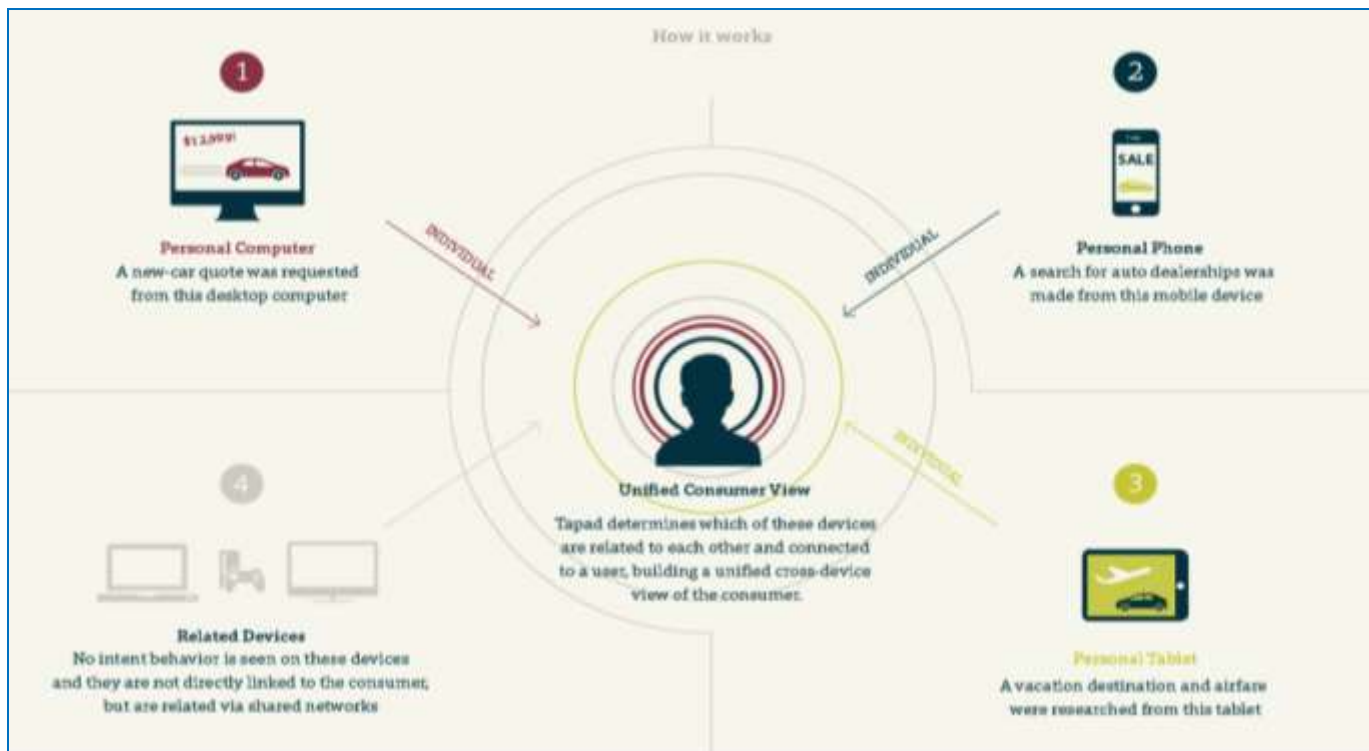
- Responsiveness rules
- The impact on donor loyalty
- Cross-platform advertising
- Simple transaction technology

Trends in digital media

Cross platform retargeting

- **#1 Thing to remember:** Measure individual interactions across all device types
- **Benefit:** Reach audience with high frequency in timely manner on any connected device
- **Needs:** minimum spend, 6 week campaign recommended

Multiple touch points = increased awareness



Location Based Targeting

“Geo-fencing” for mobile reach and location data targeting

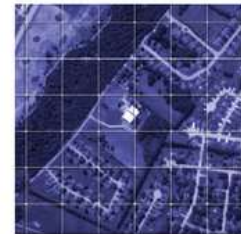
Goals: Driving user activity while at a specific location, driving users to a specific location, gather data on user movement and trends for specific regions, or demos

Needs: Mobile Creative, Minimum Budget (\$50K), Desired Location(s)



HOW OUR PLATFORM WORKS

Start with the structure: We have nearly *one billion tiles*, each measuring 100×100 meters, layered across the entire US. By ingesting, analyzing and organizing data in each tile, we develop a profound understanding of the area – what kind of people and locations make up the space.



Opportunities . . . And threats

- New opportunities for marketing and transaction
- The evolution of user experience
- Fragmentation
- Location, location, location
- Bigger data
- Security

Three key takeaways

- Optimization is the missing key for most Food Banks.
- You need a fully responsive website . . . You cannot wait any longer
- New data-driven digital advertising tactics offer an unprecedented level of ROI with the ability to scale

Thank You!

Kim Taylor, Supervisor of Digital Strategy
ktaylor@russreid.com





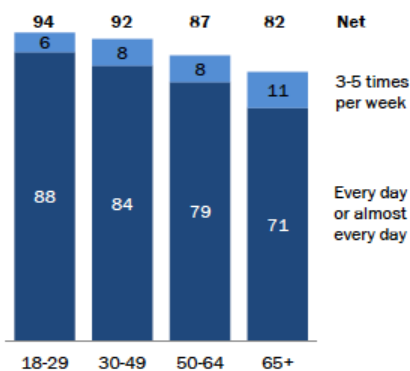
Addendum

Demographic trends = new marketing opportunities

Older audiences rapidly adopting digital, with HHI seniors leading the way

A majority of older internet users go online on a daily basis

% of internet users in each age group who go online ...

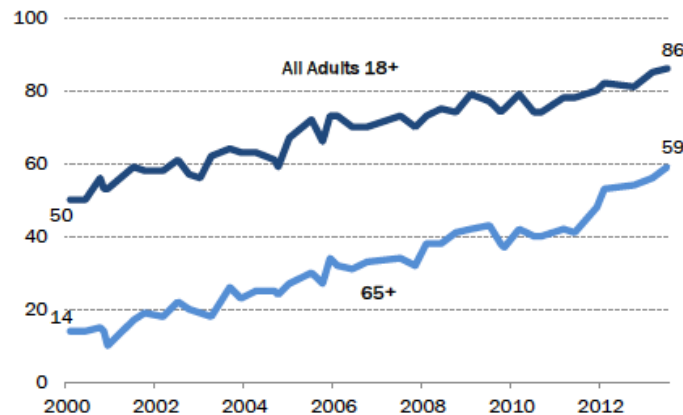


Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

Internet adoption over time, seniors vs. all adults

% of seniors/all adults who go online, 2000-2013



Pew Research Center's Internet Project tracking surveys.

PEW RESEARCH CENTER

Internet and broadband adoption among seniors

% of seniors (ages 65 and older) who ...

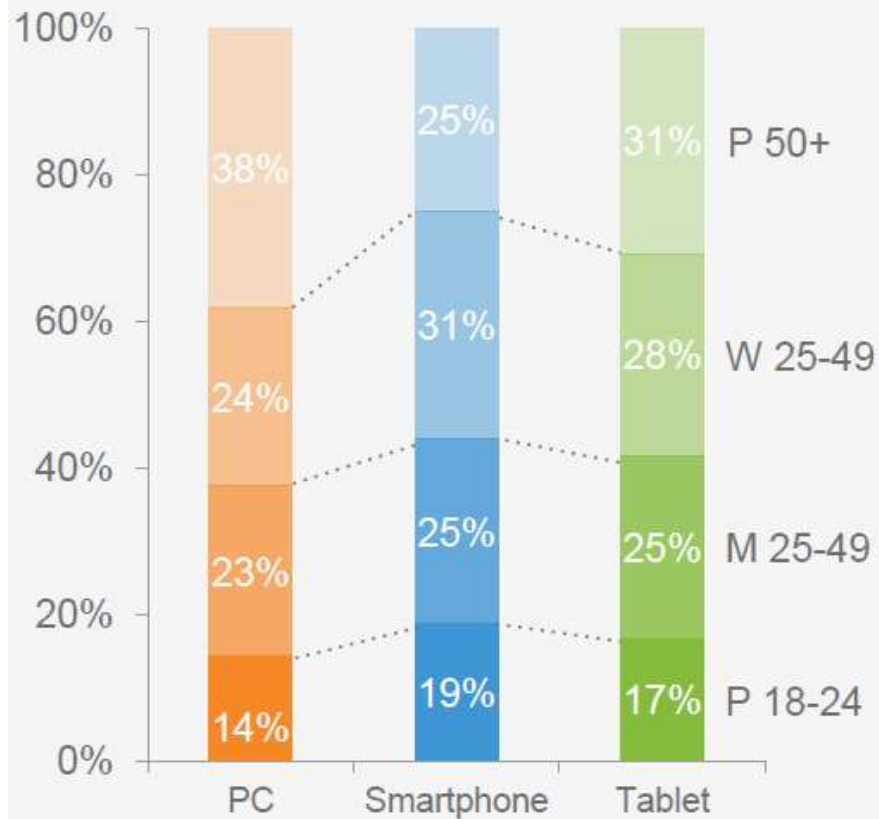
| | Go online | Broadband at home |
|--------------------------|-----------|-------------------|
| Total for all 65+ | 59% | 47% |
| Age | | |
| 65-69 | 74 | 65 |
| 70-74 | 68 | 55 |
| 75-79 | 47 | 34 |
| 80+ | 37 | 21 |
| Education | | |
| High school grad or less | 40 | 27 |
| Some college | 69 | 57 |
| College graduate | 87 | 76 |
| Household Income | | |
| <\$30,000 | 39 | 25 |
| \$30,000-\$49,999 | 63 | 51 |
| \$50,000-\$74,999 | 86 | 73 |
| \$75,000+ | 90 | 82 |

Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

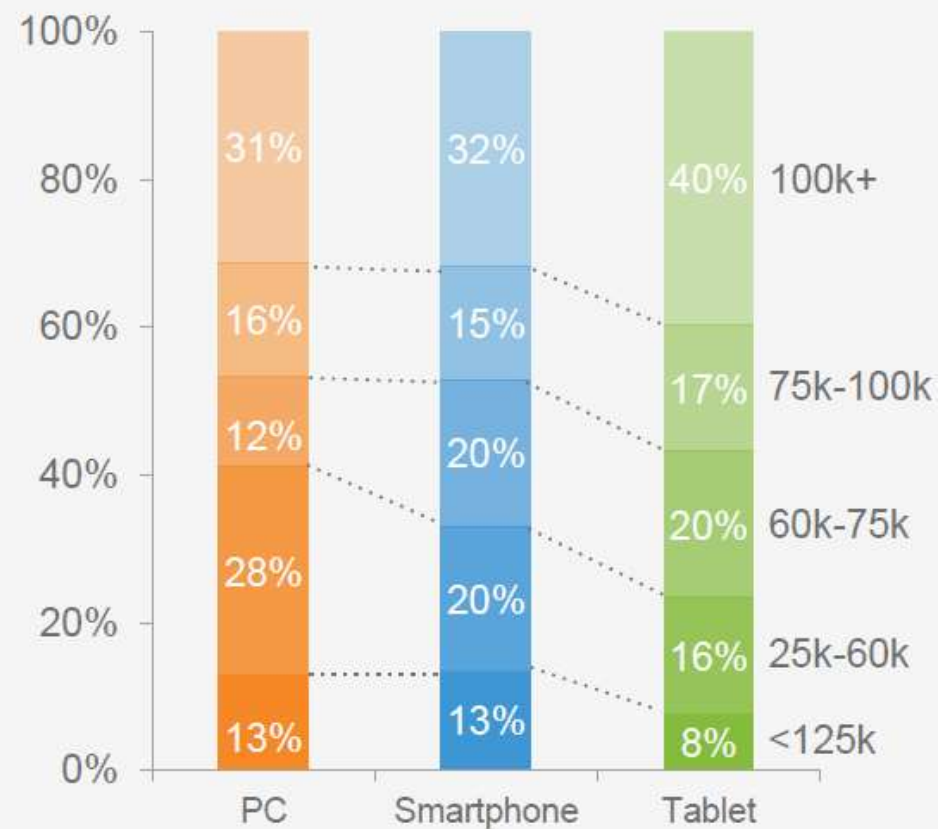
PEW RESEARCH CENTER

Smartphone Owners Skew Younger; Tablet Older and Higher Income

Device Ownership by Age (% Comp)



Device Ownership by Income (% Comp)



Share of Average Time Spent per Day with Social Networks by US Adults, by Device, 2010-2014

% of total

| | 2010 | 2011 | 2012 | 2013 | 2014 |
|-----------------------|--------------|--------------|--------------|--------------|--------------|
| Mobile | 4.2% | 13.5% | 32.7% | 52.0% | 59.6% |
| —Smartphone | 4.2% | 10.8% | 22.4% | 31.2% | 35.4% |
| —Tablet | 0.0% | 2.7% | 10.2% | 20.8% | 24.2% |
| Desktop/laptop | 95.8% | 86.5% | 67.3% | 48.0% | 40.4% |

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while on a mobile device is counted as 1 hour for desktop/laptop and 1 hour for mobile

Source: eMarketer, Sep 2014

179646

www.eMarketer.com

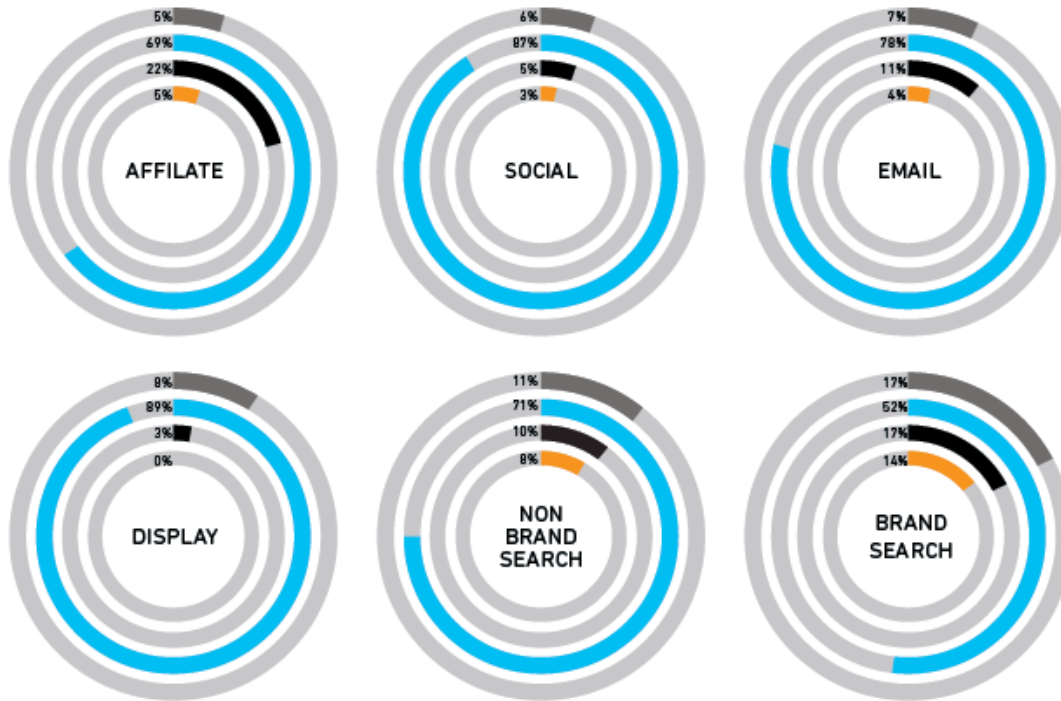
The Attribution Conundrum

Digital Channel Impact / Attribution

MARKETING CHANNEL IMPACT ON THE PATH TO PURCHASE

MARKETING CHANNEL IMPACT ON THE PATH TO PURCHASE

■ FIRST ■ MIDDLE ■ LAST ■ ONLY



- Attribution has become the topic of interest in the industry (Offline & Online)
- We live in a complicated environment where campaigns and channels impact each other in all integral elements of a conversion funnel
- This study shows that some channels have strengths in certain steps within the path, but all have attribution issues
- Search has shown to be the best at single channel attribution, but only occurs 10% of the time

Digital attribution & reporting



- There are tools available that specialize in tracking multiple digital campaigns
- Russ Reid utilizes a combination of Google Analytics and Double Click (a 3rd party ad server)
- These tools can track touch points for multiple campaigns and help to determine the correct models for applying credit.
- This at the end of the day prevents double counting, and gives us the best information for making strategic decisions on how to best allocate budget
- Transaction IDs tracking allows us to do deep dive analysis to see the following:
 - New vs. existing vs. reactivated donors that our campaigns are influencing
 - Second gift conversion rates
 - Long-term donor value

Offline to Online Attribution Methodology

- Online/offline match back analysis to determine percentage of donors driven by complementary channels
- TV/digital/radio lift analyses to determine lift in markets where all channels vs. some are present, to determine impact of channel mix on total lift
- Correlation of lifts in gift frequency and retention to awareness driving activities
- Culminates in matrix credit for driver channels to enable optimal mix
- Not all clients need all methodologies – depends on the mix
- Formal attribution models are cost-prohibitive for virtually all nonprofits

Opportunities . . . And threats

- Simple solutions?
- The mix model
- The power of the assist
- Diversifying too fast, or too slow
- The danger of single touch metrics in a multi touch world
- New opportunities for competitive advantage