

GIVEUPGRADE

See the impact partnering with GiveTel could make for your campaigns this year.



AT A

GLANCE...

Your Challenge

- Retaining RG donors and growing your RG program
- Limited in-house expertise or team capacity

Our Solution

- Informed decision making during live campaigns
- Minimise spend, maximise ROI
- Quickly pivot to boost income

The challenge presented to Assistance Dogs Australia (ADA) and GiveTel (GT) was to achieve the best possible result from a segment of 2,500 supporters due for an upgrade ask.

With consumer confidence knocked by ongoing economic challenges and cost per acquisition rising across many channels, we've continued to encourage our charity partners to focus more attention on retaining and growing income from their active donor base.

ADA uses Dataro to select data across several campaign types. Having this available helped guide our calling activity throughout the active campaign to achieve the best possible outcome for each file. For ADA, Dataro flagged 2,800 supporters who were most likely to upgrade from their database.

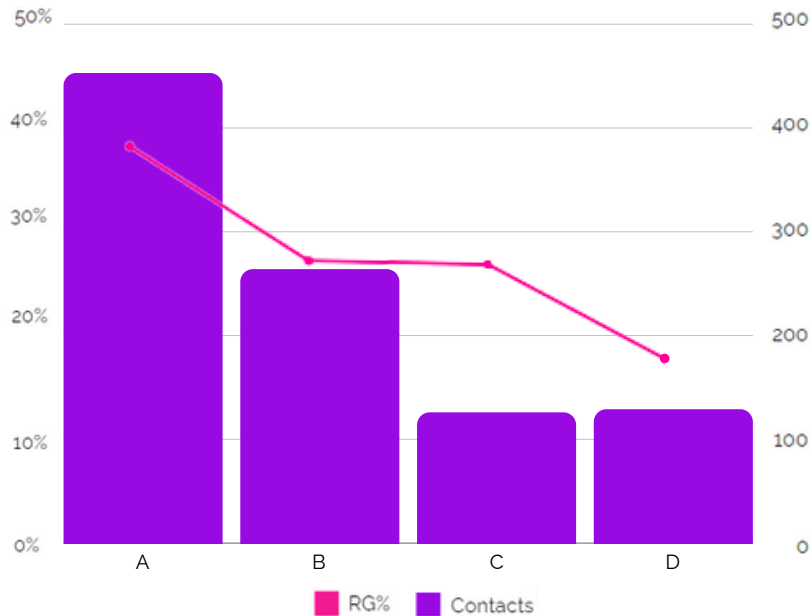
A great benefit to using Dataro Predict modules is that it can recommend which communication channel a supporter is most likely to upgrade or act through, for example, direct mail, email or a phone call. This enables you to tailor and target your supporter communications and the potential to spend less with a higher return.

OUR

RESULTS...

- 2,800 supporters, 35% contact rate, between Dec 23 - Feb 24
- 342 supporters upgraded their RG by \$7.44
- CPA of \$52

If you're planning your 2024-25 programs and want to run a test with confidence, get in touch today.



Prior to loading the data, we segmented the Dataro scoring into 4 groups A - D with group A being most likely to upgrade and D being less likely to upgrade. As you can see in the graph above, we saw a direct correlation between the conversion rate we achieved and the Dataro score assigned for the campaign overall.

Having up to date internal performance visibility and detailed reporting, plus the Dataro scoring, allowed us to get the best out of the first file, and move onto the second file. That file converted at 37% with a total of 133 supporters upgraded from 356 contacts, at an average amount of \$8 and a CPA of \$43.

No matter the method of selecting your cohort of donors for Upgrade calling, it's important to provide your TM agency with as much donor history as you have available on file. This ensures we're able to segment, test, and pivot when necessary.



SEE THE GIVETEL DIFFERENCE

Scan the QR code to visit our website and see all of our case studies including Acquisition, Data security, Reactivation, Retention, and more...

Get in touch today to share your goals for 2024-25. We'd love to be a part of your team.