BEATS

instead of attribution!

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Hi, I'm Jen Boland

Founder of Boland Solutions

I have over twenty-five years of digital and marketing experience with almost years of experience with nonprofits.

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marketing attribution is fake

we literally made it up

> "Half the money I spend on advertising is wasted. The problem is I don't know which half.

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Changes to our industry

Privacy

- Consent mode for tracking
- Apple's Privacy Protection (APP)
- Deprecation of 3rd Party Cookies
- GA4

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Consent Mode

- GDPR and Cookie Banners
- Up to 60% of users may be using tracking blockers

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Apple's Privacy Protection

- Mail Privacy Protection skewed open rates on email
- App Tracking Transparency impacted Meta and Google
- Latest update strips tracking parameters from URLs

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GA4

- GA4 is built privacy first
- Attribution models are being deprecated because they don't have the cookie data to support them.
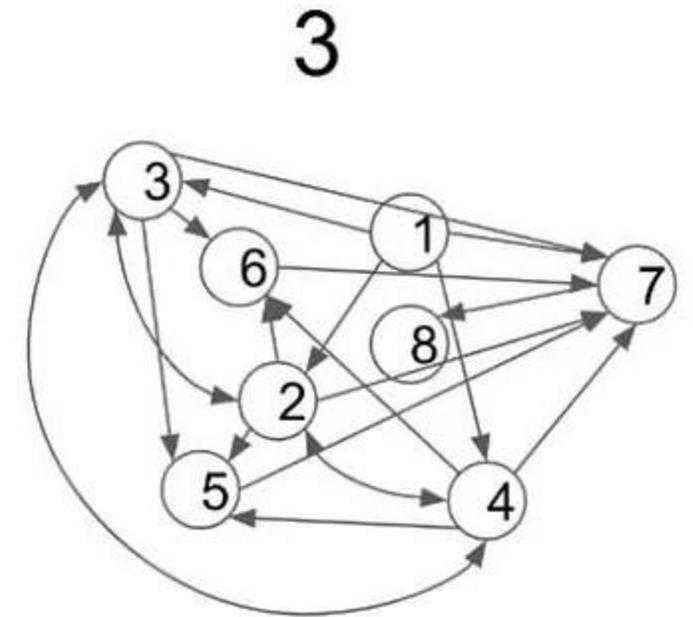
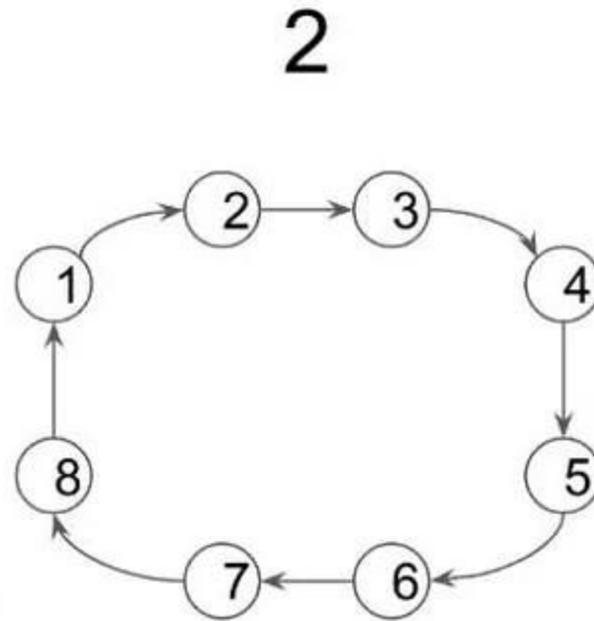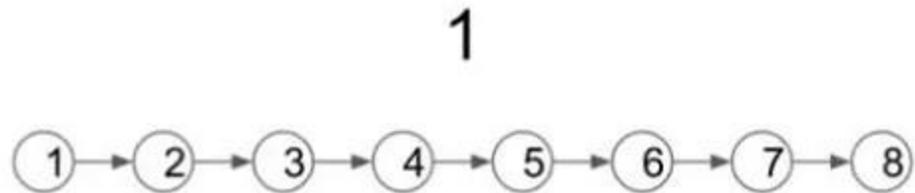boland solutions

This is really f***ing important!

All marketers inherently operate under <u>conditions of uncertainty</u>.

There is a <u>cost to reduce uncertainty</u>.

Uncertainty <u>cannot be eliminated</u>.

User Journey

How we used to Measure Digital Marketing

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The Old'n Days

- Last click attribution with source codes
- Reviewing multi-channel models from Google Analytics
- View-through conversions from ad platforms
- Match back from Direct Mail and Email

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The problem with last click attribution

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Overly Credits Demand Capture Channels

- Channels such a branded paid and organic search

- Retargeting can also be considered a demand capture channel because we know the user has already indicated interest

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Underinvestment in demand generation channels

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Push or Demand Generation

- Email
- Direct Mail
- Paid Social
- Display & Programmatic

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Custom Attribution

- Set of rules that that organization agreed to use for measurement.
- Not always the truth.

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Last Click Reporting is Dead

| Channel	% of Revenue
Website	58.75%
Emails	16.20%
Whitemail	13.11%
Lightboxes	5.37%
Google Ads	2.49%
QR Codes	1.59%
Web Slide	1.50%
Facebook Ads	0.67%
Viewspark	0.32%
Display Ads	0.00%

For this client, we don't know where over 76% of digital revenue came from. This is typical.

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BEATS

- Business Financials/Bottom Line
- Experiments
- Analysis
- Technology
- Surveys

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BEATS

Business Financials

Experiments

Analysis

Technology

Surveys

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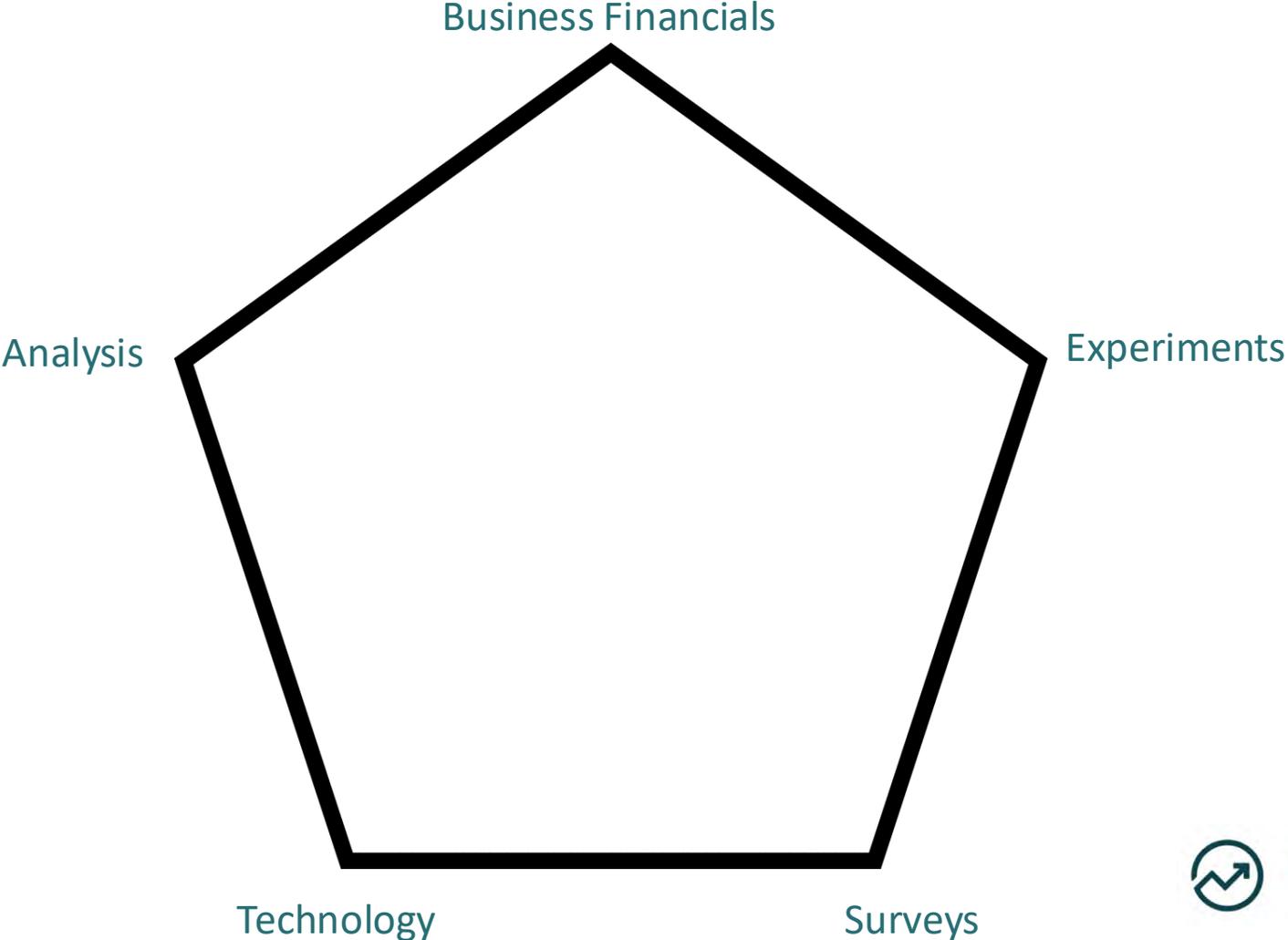
Business Financials

- Top line revenue
- Top line ad spend (including all digital and direct mail costs)

- Top line impressions for all sources including ad platforms, search, email sends and direct mails

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Most Important Metrics

- Overall ROAS/Cost Per Dollar Raised
- Overall Cost to Acquire a new donor, this includes donors acquired via direct mail and digital

- Correlation of total spend and ROAS/MER/CPDR
- Correlation of total spending and cost per new donor
- As these correlations approach 1 your spending is not productive

Tools

- Data is coming from Direct Mail, your CRM, Email tool, Ad platforms and Google Analytics

- Tools that can help you gather, clean and format this data

Experiments

First, we must understand lift and incrementality

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Lift & Incrementality

- Incrementality measures the lift that marketing and advertising bring to your nonprofit's outcomes.

- It answers the question: "What additional benefits did our marketing efforts bring?"

- It helps you understand the true impact of your marketing campaigns.

- By isolating the effects of your marketing efforts, you can see what results are directly attributable to your campaigns.

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Experiments

- Incrementality is typically measured through A/B testing. One group is exposed to a marketing campaign (test group), while another group is not (control group). The difference in outcomes between these two groups represents the incremental lift.

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Ways to Test Incrementality

- **Holdout Testing**: Randomly select a portion of the audience to not receive the campaign. Compare their behavior with the exposed group to measure campaign impact.

  - **Geo-targeting**: Target specific geographic areas with the campaign and compare behavior with non-targeted areas to measure campaign impact.

- **Time-based Testing**: Run the campaign at different times to measure the incremental impact during various periods.

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Ideas for Lift Tests

- Test Branded Paid Search

- Test increasing or decreasing your Meta spend

- Test into an allow list for programmatic

- Test removing a DM appeal in your annual plan

Analysis

Reporting is not analysis!

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Analysis

- Analysis is diving into the why of what is happening.

- Analysis is getting cheaper thanks to AI.

- Analysis should be prescriptive recommending how to adjust creative and reallocate budget for the most impact.

- Analysis should be **validated** through experiments.

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Paired Metrics

Metric 1	Metric 2
Website Traffic	Engagement Rate
Donor Acquisition Cost	Lifetime Value
Average Gift Size	Frequency of Giving
Online Donations	Conversion Rate
Cost per Lead	Lead Value or Conversion

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Uncertainty

The only thing that is certain in digital marketing measurement is uncertainty. Consider reporting your attributed revenue as an estimate by looking at the high and low estimates of all your data sources. For example, low might be revenue with a source code and high might be revenue via view through conversion. The truth is somewhere in the middle.
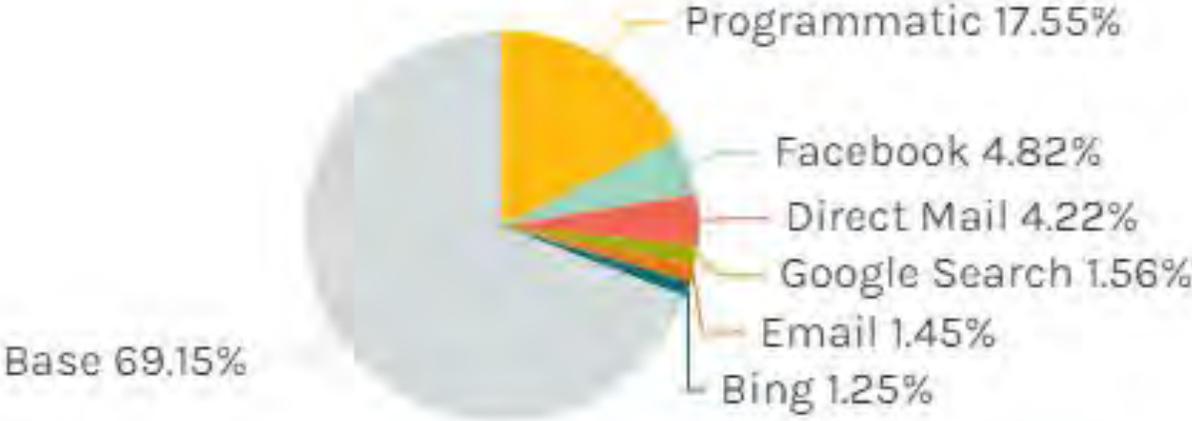

Fan chart

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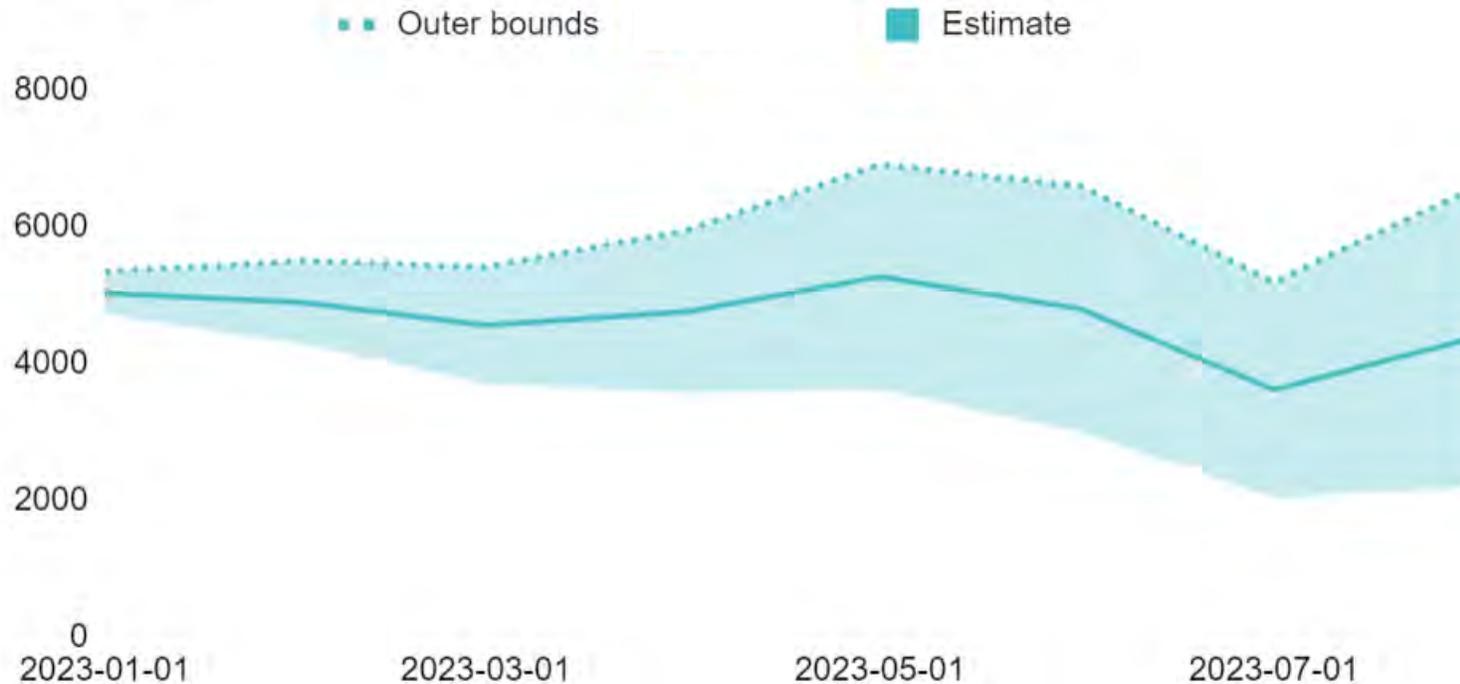
Advanced Analysis

• How does direct mail impact year-end donations?

• What is the effect of different messaging styles on donor retention?

• How does email frequency influence donor churn?

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Media Mix Modeling (MMM)

- Statistical technique quantifying impact of different advertising channels on sales.
- Examines both online and offline channels.
- Considers external factors like seasonality (Giving Tuesday, End of Year), economy, and competition.
- Helps you optimize marketing budgets by highlighting most effective channels.

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MMM Results for Medium Sized Nonprofit

Programmatic 17.55%

Facebook 4.82%

Direct Mail 4.22%

Google Search 1.56%

Email 1.45%

Bing 1.25%

Base 69.15%

Programmatic   Facebook   Direct Mail   Google Search   Email   Bing   Base

Why I'm Scared

Share of direct fundraising budget by digital channel

	All	Large	Medium	Small
Social	38%	37%	46%	39%
Display	12%	12%	14%	10%
Search	42%	41%	34%	51%
Digital Video	4%	4%	3%	0%
Connected TV	3%	3%	2%	0%
Digital Audio	2%	2%	0%	0%

Attribution is wrong

Channel	% of Revenue
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Technology

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AI

- AI is an amazing analysis partner
- Text to SQL is good and is improving at an amazing rate
- AI still needs clean data sets, ideally stripped of any PII, to be used effectively and safely

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Server Side/CAPI

- Server-Side Tracking
  - Server-side Google Tag Manager (GTM) allows you to set first party cookies more securely than via web browser
  - Allows you to process and "clean" data before sending it to third parties such as Meta, Google, Snapchat and TikTok.
  - Allows you to send a hashed email address in addition to a pixel for more accurate view through reporting also know as CAPI (Conversion API)

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Other First Party Data

- Email addresses now a critical identifier
  - Consider how to drive more direct mail donors to the website to donate to get more valid email addresses!
- Communication preferences
- Program interest
- What campaign or theme drove their first gift

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Programmatic & Bots
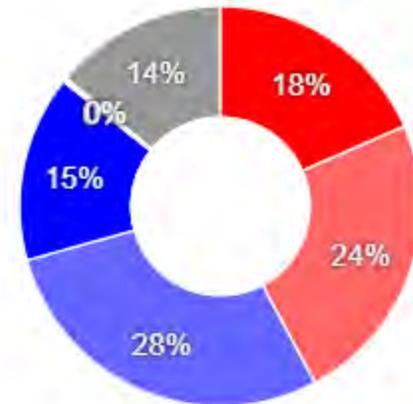
15%	confirmed humans
29%	likely humans
14%	unknown
0%	incomplete js
0%	noscript
0%	search
0%	declared bots
24%	suspected bots
19%	confirmed bots
100%	**total**

Surveys

Zero party data

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Annual Donor Surveys

An annual donor survey is critical in today's day and age. Here are some questions you should consider asking:

1. How did you first hear about our organization?
2. What inspired you to donate to our organization?
3. What specific project(s) or cause(s) did you donate towards, if any? Were you satisfied with the process of making your donation?
4. How well do you feel that we keep you informed about how your donations are used?
5. How satisfied are you with the communication you receive from us?
6. Do you feel your contributions make a difference?
7. Would you recommend our organization to others?
8. Do you have any suggestions on how we could improve our donor experience? Would you like to become more involved with our organization in other ways (volunteering, event participation, etc.)? If yes, please specify.

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Satisfyly

- Fully customized to match the look and feel of your website
- Pushes data into Google Analytics so that feedback can be analyzed alongside behavioral data
- Push data into some CRMs for a small additional cost

Triangulate with BEATS

Business Financials

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Analysis

Technology

Surveys

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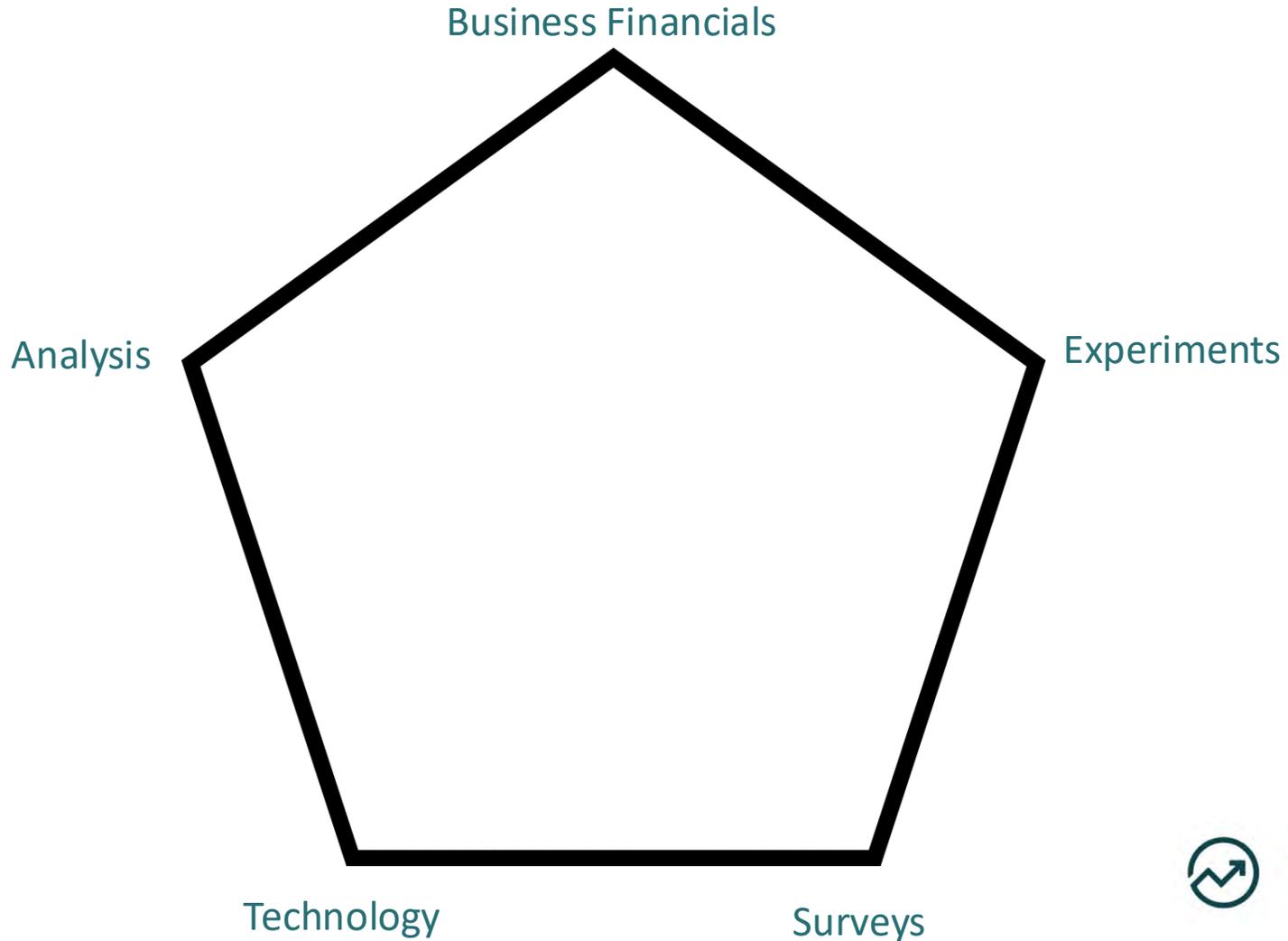
Final Thoughts

- Invest in tech to consolidate and normalize data

- Analyze your data

- Test your analysis

- Listen closely to your donors

- Take all the data into consideration to make your decisions

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www.beatsanalytics.com

Questions & Contact

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