

Challenge

Unicef needed a way of forecasting retention rates to target their marketing efforts between recruitment and retention more effectively



What we did:

Built a series of forecasting models that accounted for the current demographic makeup of Unicef's target audience, the marketing communication plans and the government economic forecasts for growth.

Next we built a KPI dashboard that identified when efforts should be focused on acquisition versus retention, based on the forecasting models.



Outcome:

The KPI dashboard showed when marketing efforts needed to be shifted from acquisition to retention at least 3 months before any critical effects were felt.

The program increased retention rates by 34% while ensuring a steady inflow of new donors