THE SALVATION ARMY

DONOR RECRUITMENT

Due to new GDPR regulations, The Salvation Army (TSA) asked Metrix Data Science (MDS) to investigate the impact of dropping the cold mail channel from their Donor Recuritment activity.

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ISSUE

The cold mail recruitment channel had been used by TSA for many years and there were concerns with removing it as it could impact the effect of other channels. It was not obvious how to make up for the loss of removing it

SOLUTION

Using our attribution econometric tool OmniattTM that measures the effectivness of digital advertising we were able to create various scenarios to calculate the most effective way to reduce the loss of the number of new donors.

Using OmniattTM

We were able to calculate the point of diminishing returns.

IMPACT

We are able to find how channels work together and the relationship between them.

INTERCONNECTEDNESS

We analysed how each individual channel impacted the number of new donors.

INDIVIDUAL

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USING OMNIATT SCENARIO BUILDER

OMNIATT SCENARIO BUILDER

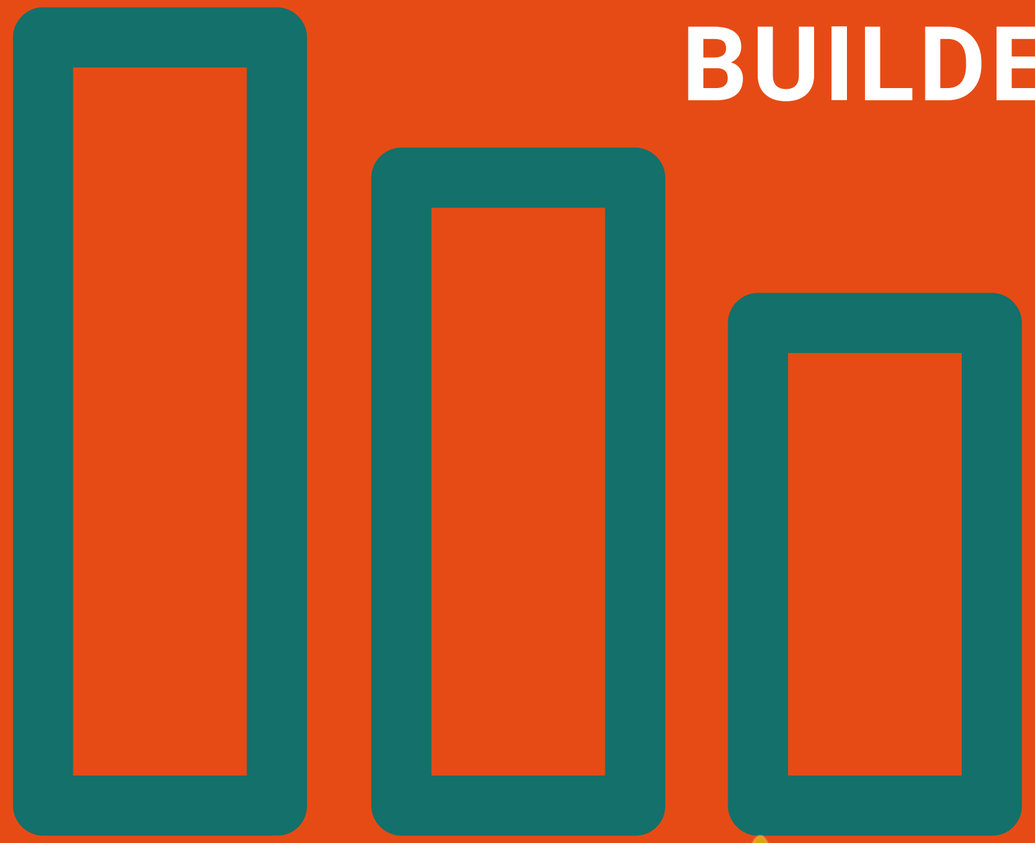
We can adjust the budget for each channel and its cost to work out the best strategy.

REMOVING COLD MAIL

Using the scenario builder we could work out the effect of removing the cold mail channel.

HOW OMNIATT HELPED

The scenarios suggested where existing media spend could be adjusted to have a more potent effect.



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INCREASING DONATIONS

We were concerned that removing this channel would reduce the number of new donors, it actually increased the number.

ROI

Without cold mail the ROI could decrease as TSA might generate a lower income.

MEDIA SPEND

If TSA introduced a new channel this could be costly, they didn't want media spend to increase, in fact it decreased.

RECOGNITION

MDS's work with TSA has been recognised and we won the award for most powerful use of insight in mass fundraising.

Key Results

Donation income increased by £680k

ROI increased from 1.04 to 1.24

Media spend fell by £450k

Average donation value increased from £30 to £32

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