



Meaningful Marketing Measurement: Charity Sector Focus

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/ Introduction

When contextualising the current landscape of marketing effectiveness, it is impossible to ignore the current economic climate. The impact of generationally-high inflation rates, rising interest rates, and the overall downward pressure on household budgets from the resulting cost-of-living crisis has created a challenging environment for the average charity marketer. Not only are marketing budgets under pressure, resulting in marketers being asked to do more with less, but consumers and donors have less disposable income with which to respond to performance advertising.

As covered in the DMA's [CMO Measurement Toolkit](#), there is a downward spiral in performance marketing effectiveness which makes for challenging conversations between CMOs in the boardroom who are looking to defend their budgets from efficiency-hungry CEOs and CFOs. This is as true in the charity sector as in any other sector.

However, since the Covid era, marketers have been searching for a “new normal” and in many ways, the current landscape of charity marketing effectiveness provides the new year zero benchmark against which performance should be contextualised. Yes, charity marketing effectiveness has declined over the last three years, but it is still highly effective in driving business, brand and response effects overall. When viewed across the past half decade, charity marketing sits in fourth place in the cross-sector rankings. While it is still driving meaningful returns for charity advertisers, it is incumbent upon marketers to champion its role in the boardroom.

This report details the evolution of charity marketing effectiveness while assessing the campaign strategies and media channels that are most successful in driving campaign impact. If marketing effectiveness has currently hit a low point, then the marketing planning decisions that can be used to drive up impact are more important than ever.

The role of brand building is one such example here. It's encouraging to note the greater focus on brand activity that is indicative of good long-term planning, shifting the focus from the near-term to a fuller approach that also looks to create future relationships with donors.

We hope you enjoy this report and, as always, welcome comments and feedback from the DMA community and beyond.

Ian Gibbs

Director of Insight and Planning, DMA UK

/ Foreword – Sagacity

There can be no denying that this year has been tough for the charity sector. The cost-of-living crisis has impacted around 70% of consumers in the UK but in reality has seen everyone take time to consider where their money goes and what impact their donations are having.

The UK charity sector's income shrank for the first time in eight years following the Covid-19 outbreak, according to research, with smaller charities most affected. NCVO's latest charity sector overview shows a 14% drop in donations from the general public and a 15% fall in investment income led to a 3% overall decrease in 2020-21. In addition the actual number of charities is decreasing as more organisations either merge or close their doors.

All of which says that measuring impact and effectiveness is more important than ever. It is not enough to just run campaigns. Costs need to be minimised and returns maximised. That means, first of all, knowing what the purpose of the campaign is and then ensuring that the correct metrics are in place to measure the success of the work carried out.

The DMA data bank is a marvellous tool to help organisations to understand why campaigns are successful and what the right metrics are to have in place. Sagacity is very proud to be working with the DMA to help shed some light on what works, and what doesn't.

Sagacity is, at heart, a data company and we firmly believe that good use of data drives success. That isn't just in making sure the targeting is done well or that the contacts used in the campaign are clean and up to date. It is also about making sure that the campaign is measured appropriately, in a timely manner, and that these learnings are fed back into the next activity.

From this report we can see that focus and clarity of message is key, but also the use of multiple channels to amplify this message. At a time when every pound spent needs to work as hard as possible, learning from successful campaigns has never been more important. We hope you enjoy the report, get some important learnings for your charity, and drive additional income as a result.

Scott Logie

Customer Engagement Director at Sagacity

/ Five things you should know

1. It is challenging time for charity marketers, with a **-9% year-on-year decline in effectiveness noted in 2022**. Reflecting a cross-sector trend, performance marketing effectiveness has been particularly hard hit as marketers found it harder to generate donations from cash-strapped consumers as the cost-of-living crisis deepened in 2022.
2. Despite declining performance, it is clear that **charity marketing still generated positive outcomes for advertisers in 2022**. In tough times, marketing performance will be adversely affected, but arguably its role becomes more important than ever in ensuring the future sustainability of not-for-profit organisations.
3. With response effectiveness declining, there has been a **notable shift towards brand building in the charity space**. 50% of campaigns had a pure brand objective in 2022 vs 42% in 2021. At the same time, the number of brand effects generated has increased from 0.6 to 0.7. Brand building is a vital tool for stimulating long-term donor relationships, and a focus on generating potential future donations for when the economy and household budgets improve is an important strategic play.
4. An increase in brand building and retention activity both go hand in hand, with **pure retention campaigns increasing to 20% in 2022 from 5% a year prior**. Where loyalty is waning and new donors are increasingly hard to come by, marketers must do what they can to retain existing donors. Improved donor experience and a better brand relationship create more “sticky” consumers who are less likely to divert their funds away from charities in the long run.
5. Harnessing the power of an integrated media strategy will help arrest the decline in charity marketing effectiveness, with multi-channel campaigns more effective at building brand, response and business effects. **Three or more channels are optimum for delivering higher numbers of response, brand and business effects**. Where a multi-channel strategy is commonplace in the brand-building world, the same needs to be applied to response campaigns. While the crisis in performance marketing effectiveness continues, it is vital for charity marketers to maximise response across all available channels.

/ Approach and definitions

The DMA's Effectiveness Databank captures data from 1,261 DMA Awards entries, 158 of which relate to campaigns from the charity sector. As with other awards-based effectiveness databases, a lack of standardisation in how award entrants talk about effectiveness requires us to use a methodology that records the number of reported campaign effects – rather than focusing on the specific scale of each individual effect measured. A larger number of effects is equated with greater effectiveness. These effects are specifically taken from the results section of the [DMA Awards](#) entry form.

Each individual effect has been recorded and grouped into one of four categories (refer to the 'Methodology' section for the full list of recorded effects):

- 1. Response Effects:** Effects that direct response and performance marketing campaigns are tasked with (e.g., donations, conversions, acquisitions, member sign ups, bookings, downloads, CPA efficiencies, and response rates)
- 2. Brand Effects:** Effects that specifically relate to brand measures, for instance, the types of metrics that brand trackers are usually tasked with keeping tabs on (e.g., brand awareness, ad recall, consideration, purchase intent, brand trust, brand perception, recommendations, customer satisfaction, and NPS)
- 3. Business Effects:** Effects related to overall business performance. These are distinct from response effects in that they typically point toward the long-term sustainability of a business and speak the language of the boardroom (e.g., profit, market share growth, customer/donor penetration, and loyalty)
- 4. Campaign Delivery Effects:** These measures are essentially media planning campaign inputs (e.g., reach, frequency, and impressions) and so-called 'vanity metrics' such as clicks, likes, and shares. These ultimately say little about campaign effectiveness, but as they have appeared in the results sections of the DMA award entries, they reveal a great deal about how marketers are articulating campaign impact.

Example Effectiveness Metric



Every campaign will have some form of delivery metric at its disposal, and most campaigns will, in theory, be part of an overall strategy to shift the dial on business outcomes. Brand effects and response effects are more specialist in nature. Both relate to distinct stages of the customer journey, and both employ very different strategies to drive a desired outcome.

At various points in this report, these effects will be discussed separately, and at other times they will be combined into a measure of the total average number of effects measured per campaign ("Total No. of Effects").

It is important to note that as campaign delivery measures tell us nothing about true campaign impact, their usage should really be confined to media planning, optimisation, and campaign auditing. As such they have been removed from the overall definition of effectiveness used in this report. In summary:

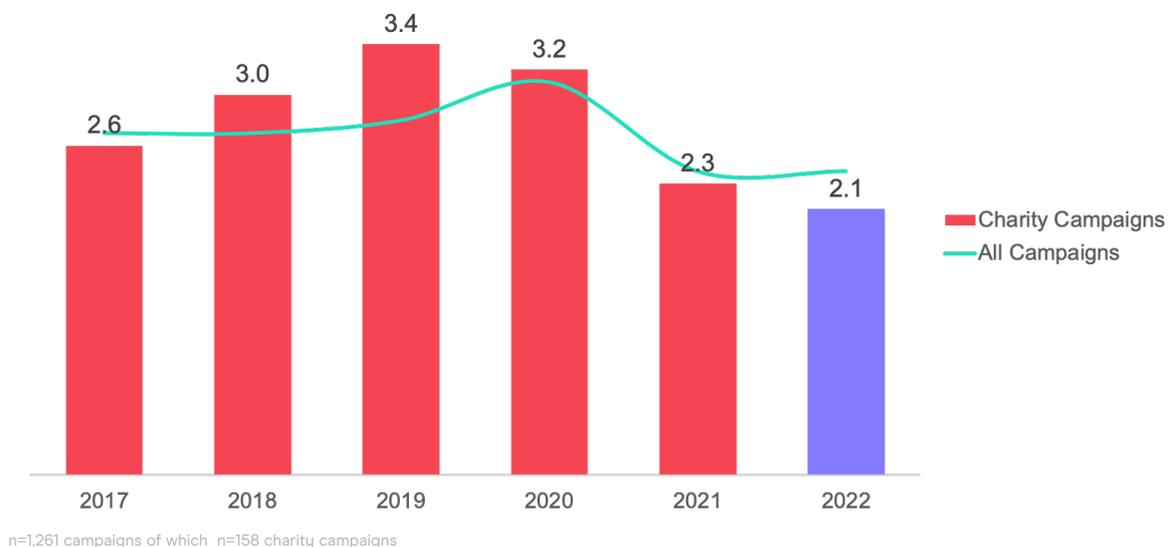
TOTAL NUMBER OF EFFECTS = AVERAGE NUMBER OF BRAND EFFECTS + AVERAGE NUMBER OF RESPONSE EFFECTS + AVERAGE NUMBER OF BUSINESS EFFECTS

/ 1. How is charity marketing effectiveness evolving?

The story of charity marketing effectiveness is a tale of two halves when looking back over the last half decade. From 2017 to 2019 charity marketers were becoming more proficient year-on-year, with the number of effects per campaign growing to a peak of 3.4. Charity campaign effectiveness remained remarkably resilient during the early Covid phase, only dropping to 3.2 effects per campaign in 2020 as consumers stuck at home proved themselves to be highly engaged with and receptive to charity ads. In 2021, however, reality began to bite with household budgets tightening in the face of muted economic growth, and consumers diverting funds to more critical purchase decisions as a priority over charitable donations.

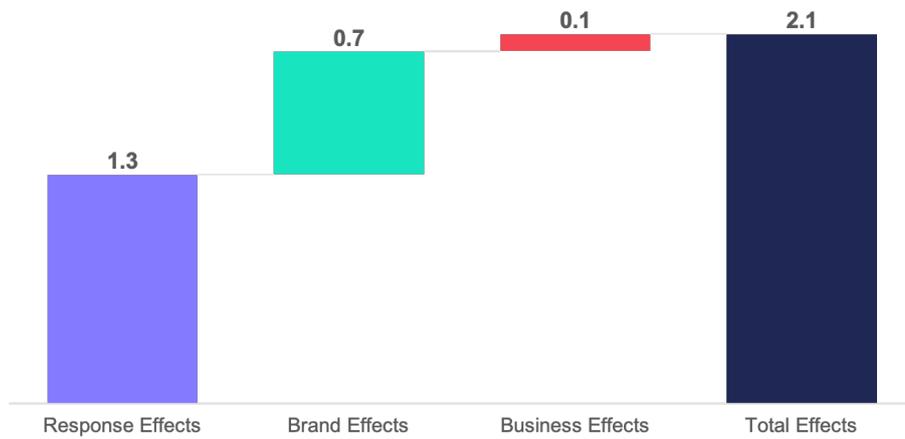
In the face of high inflation, the cost-of-living crisis of 2022 has only seen this downward trend in charity marketing effectiveness continue, reaching a six-year low of 2.1 effects per campaign. As households again divert their shrinking disposable income towards non-discretionary purchases, the job of the charity marketer has become an increasingly challenging one. However, while there is little a marketer can do influence the surrounding economic climate, the application of best practice planning related to data, creativity and technology will help them optimise performance in difficult circumstances.

Total Number of Effects per Charity Campaign 2017 to 2022



The average charity campaign generated 2.1 effects in 2022. The majority of these effects related to response KPIs such as donations, leads, and sign-ups, while 0.7 of these effects related to brand KPIs such as awareness, brand consideration, and behavioural change. 0.1 business effects were generated per charity campaign in 2022, generally relating to return generated from marketing spend.

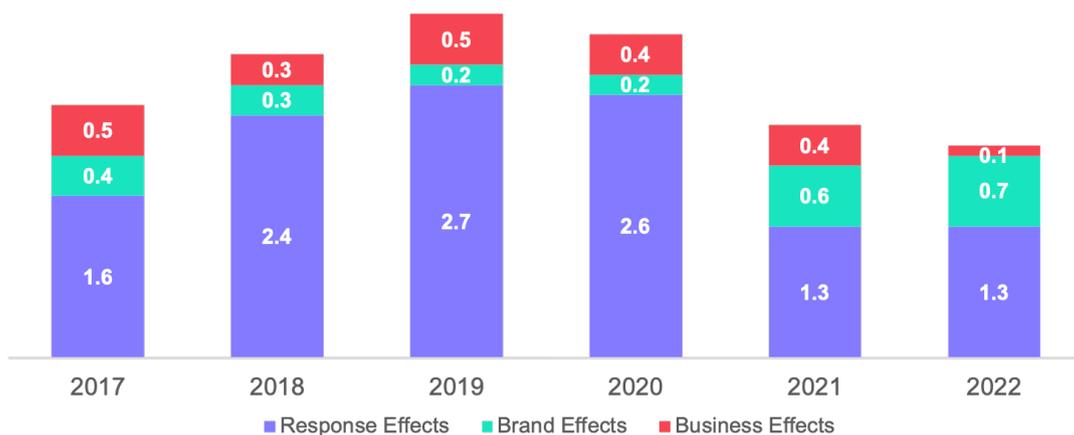
The Anatomy of Charity Campaign Effectiveness 2022



n=20 charity campaigns

When assessing the composition of marketing effects over time, it becomes clear that the biggest challenge marketers have faced over the last two years is in generating immediate response from cash-strapped consumers. While response effects have halved between 2020 to 2021 and 2022, brand results have actually improved considerably, although not enough to compensate for the overall decline. The biggest effectiveness challenge in 2022 has been one of declining business effects – primarily related to generating a profitable return on marketing investment. The power of brand building, however, is in the long term. As the effectiveness guru Byron Sharp would say, today’s advertising really only has an impact on future sales. With such strong brand building happening in 2021 and 2022, the hope is that business effects (previously primarily driven by response activity) will recover in the long run.

Average Number of Response, Brand and Business Effects per Charity Campaign 2017 to 2022

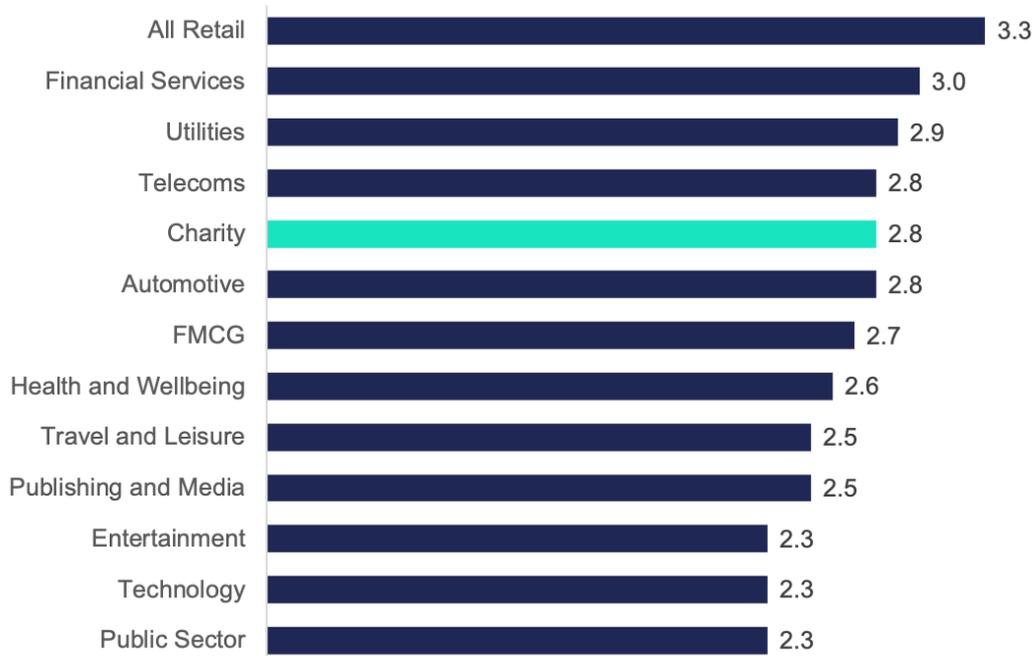


n=158 charity campaigns

Despite a challenging couple of years for effectiveness, charity campaigns retain their above-average position in the sector rankings from the last six years – the 2.8 effects generated per campaign between 2017 and 2022 placing charity campaigns in fourth equal position, behind financial services, retail / online retail and utilities campaigns. While the uniqueness of the category makes charities hard to compare to other sectors, it is perhaps a credit to charity marketers that campaign performance is well ahead of the only other non-profit sector covered in the database: the public sector.

Although the cost-of-living crisis has not been kind to charity marketers' efforts, it is clear when viewed over a long-term time frame that charity marketing is working, and that it is essential for driving positive outcomes for charity advertisers.

Total Number of Effects by Sector 2017 to 2022

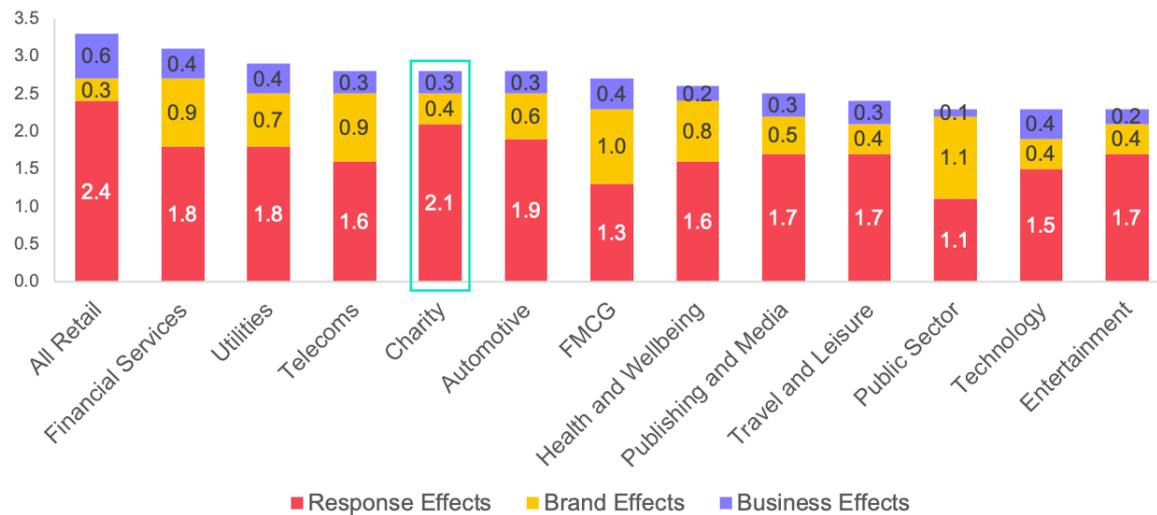


n=1,261 campaigns

The overall sector rankings of effectiveness do tend to hide a more nuanced picture of where marketers have been focusing their efforts while driving marketing outcomes. Traditionally, charity marketers have been primarily focused on driving response – acquiring new donors and boosting the average donation value of existing donors. If the sector ranking was based on response effectiveness alone then charity campaigns would be second only to the retail / online retail sector in its effectiveness.

Brand building is an area that has traditionally been less of a focus to charity marketers over the last half decade (although this is changing, as covered in the following chapter). While FMCG, telecoms and financial services brands have been investing in the type of brand activity that stimulates future consumer demand or that creates emotional connections between brand and consumer, the objectives of charities have been more immediate and short term.

Average Number of Response, Brand and Business Effects by Sector 2017 to 2022



n=1,261 campaigns

Key Implications

1. Charity marketing is a key driver of brand and business outcomes for charity advertisers. Primarily, however, it is a driver of short-term performance, generating 1.3 responses effects related to KPIs like donations, leads, and sign-ups to charitable causes in 2022.
2. It is a challenging time for charity marketers, with year-on-year declines in effectiveness noted across the last three years. Where once charity campaigns were above average performers, they now perform below the all-sector average. The entire marketing industry is facing a challenging time eliciting responses out of increasingly cash-strapped consumers, and any results must be viewed in this context.
3. Despite declining performance, it is clear that charity marketing still generated positive outcomes for advertisers in 2022. In tough times, marketing performance will be adversely affected, but arguably its role becomes more important than ever in ensuring the future sustainability of not-for-profit organisations.

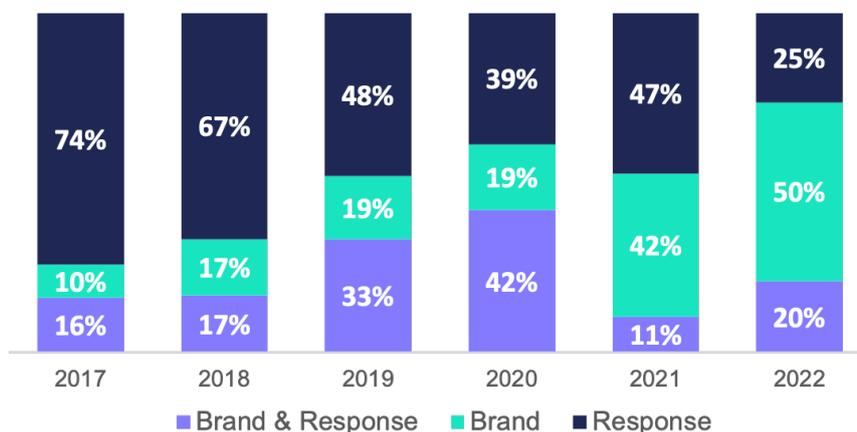
/ 2. How does charity campaign strategy impact effectiveness?

The fundamental campaign planning decisions of which consumers to target (existing donors or new acquisitions) and how to generate a reaction from them (through direct response activity or brand building), both have a considerable bearing on charity campaign effectiveness. Each planning decision must be carefully weighed up in the context of overall campaign strategy, and while each decision will inevitably involve a set of trade-offs, the DMA's Effectiveness Databank provides a unique source of insight by which different campaign strategies can be evaluated.

Direct Response vs Brand Campaigns

There has been a noticeable shift in the profile of charity campaigns over the last six years, with an increasing focus being placed on brand objectives above response. In 2017, three quarters of charity campaigns had a pure response focus, while 10% had a pure brand objective. By 2022 this picture had changed dramatically, with now just a quarter focused purely on response and half focused on brand building.

Charity Campaign Brand vs Direct Response Profile (% campaigns)



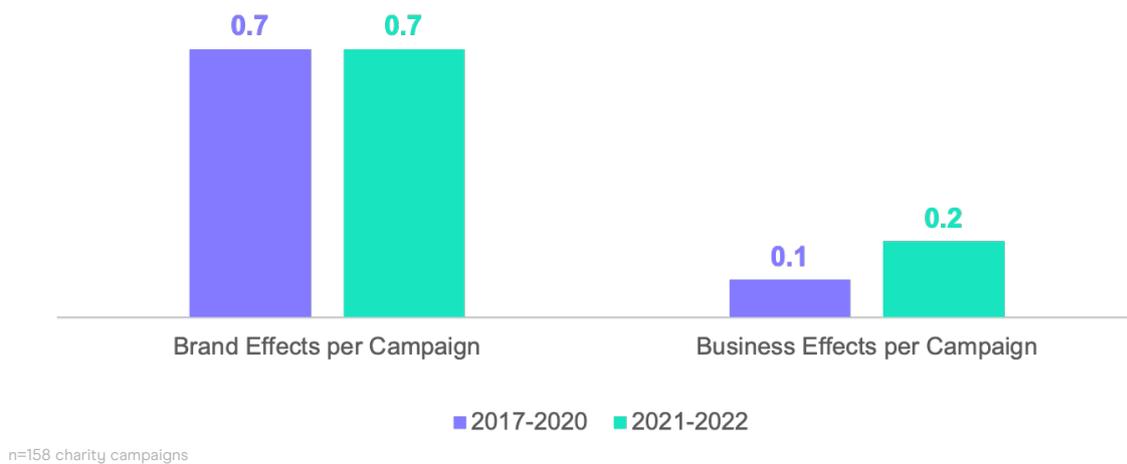
n=158 charity campaigns

This shift towards brand building has been particularly pronounced since 2021, where a combination of Covid recovery and the cost-of-living crisis have squeezed household budgets and encouraged marketers to assess other routes for generating marketing effects. Direct response activity specifically works by activating pre-existing demand – helping those consumers with a high likelihood to donate fulfil their donations as seamlessly as possible. Brand building, on the other hand, stimulates future demand – or for charities, future donations. It raises the likelihood that a charity will be thought about in a donation situation or even creates an emotional link between a consumer and a not-for-profit organisation.

If short-term demand has been scarce during the cost-of-living crisis, then looking forward to better times by instead shifting marketing budget towards the generation of future demand, is a credible way of ensuring marketing effectiveness.

After falling away as an approach of choice, charity campaigns with a dual response and brand objective again increased in 2022, accounting for 20% of campaigns overall. While the DMA’s Effectiveness Databank shows that dual objective campaigns can work well – particularly in a multi-channel context – care must be taken by marketers not to attempt to do too much with a single campaign. A campaign with too many calls to action can often end up being less than the sum of its parts.

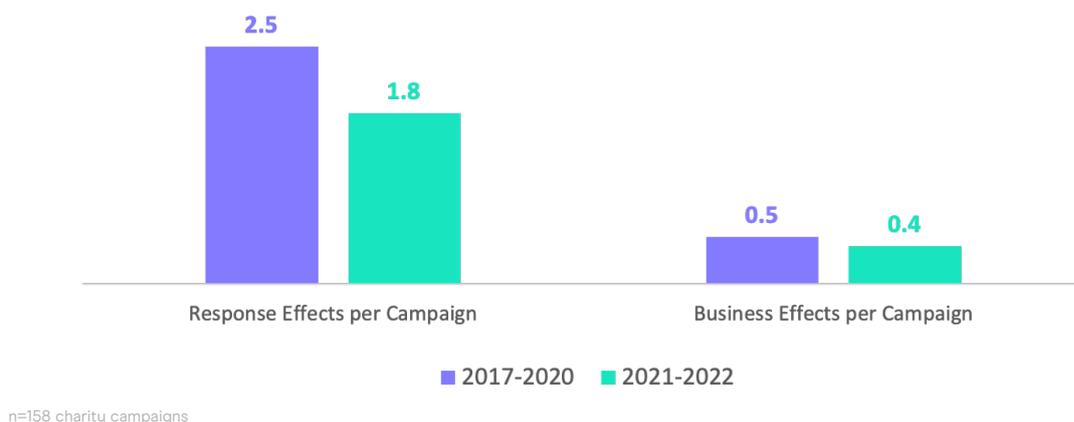
Charity Brand Campaign Effectiveness (average number of effects)



The increased focus on brand building is evident when observing changes in brand campaign effectiveness over time. When comparing a pre-Covid time period with a post-Covid time period, the number of brand effects generated has stayed stable while business effects have doubled. At a time when overall charity campaign effectiveness is declining, investing in brand building has been a worthwhile choice.

Case studies from the 2022’s DMA Awards reveal a range of different effects that charity brand campaigns have been tasked with. Rather than focusing on donation messages to help tackle specific causes, the winning campaigns were themselves looking to instil behaviour change in much the same way that a government public service campaign would. Good examples include [Relate and Ogilvy’s](#) efforts to reduce STIs in the over-65s through their “Hornicultural Society” campaign, and [Refuge and BBH’s](#) campaign aimed at both raising awareness of more digitally sophisticated forms of domestic abuse, while offering guidance to sufferers.

Charity Response Campaign Effectiveness (average number of effects)

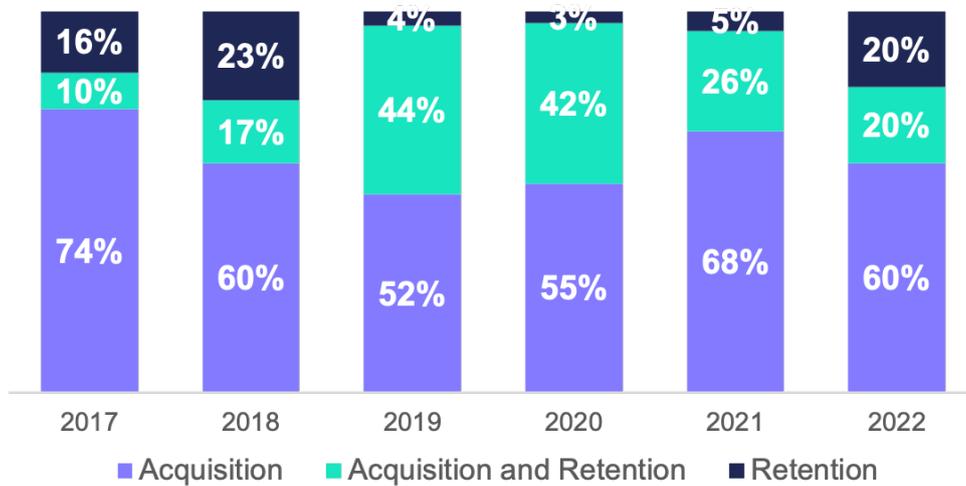


Echoing the overall downward trend in effectiveness, it is clear that response-oriented campaigns have been the driver of the downward trend noted in the last two years. Response campaigns have been generating fewer immediate effects and in turn this has translated into a downward trend in business effectiveness.

Retention vs Acquisition

After three years of charity marketers primarily focusing their efforts on campaigns aimed at acquiring new donors, or that have a dual acquisition and retention objective, there has been a surge in pure retention activity in 2022 – increasing to 20% of charity campaigns from 5% in 2021. While acquiring new donors remains the overriding objective of charity marketers, the shift to retention activity signals a new effort to tackle declining brand loyalty.

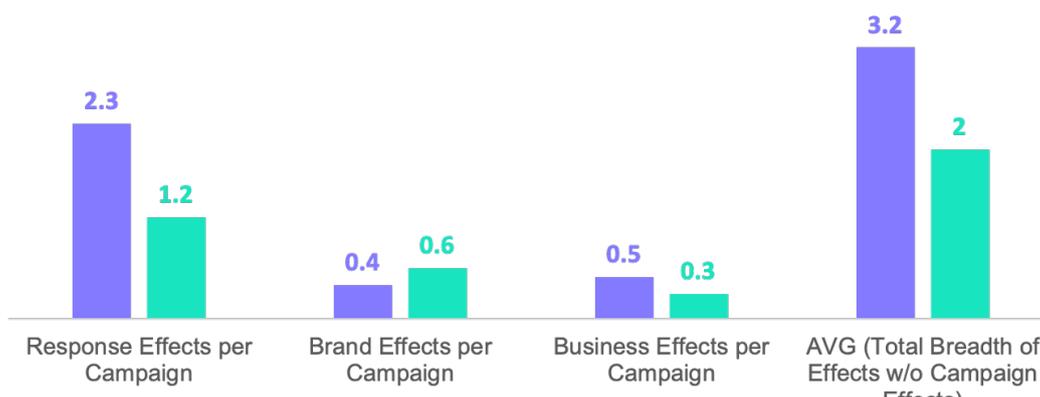
Charity Campaign Targeting Profile (% of campaigns)



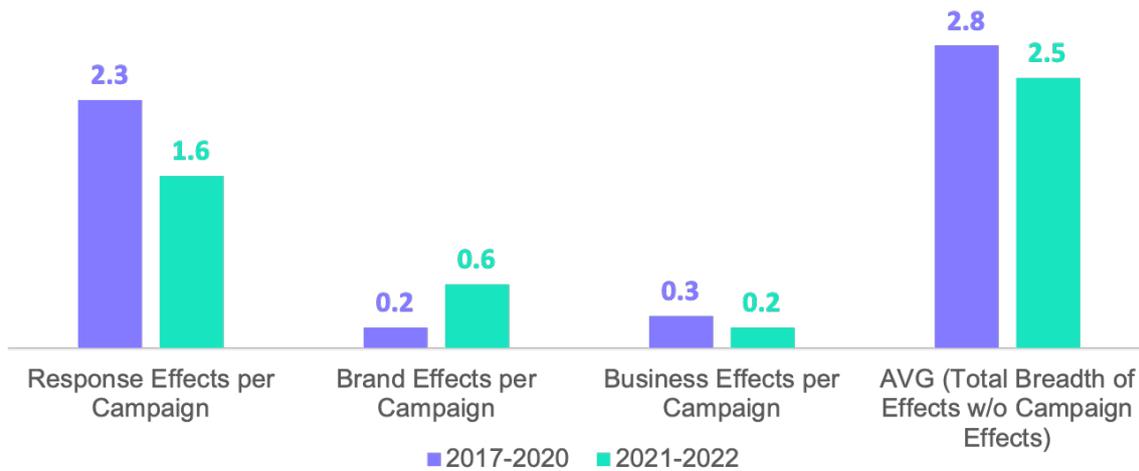
n=138 charity campaigns

The overall cross-industry decline in brand loyalty is well documented in the DMA’s [“How to win back customer and \(re\)build loyalty”](#) report. In an era of high inflation, consumers have switched their spending habits away from their favoured brands (and charities). Realising this trend, marketers have had to place renewed efforts into retaining existing donors, especially when performance marketing efforts to acquire new ones are decreasing in effectiveness.

Charity Acquisition Campaign Effectiveness (Average number of effects)



Charity Retention Campaign Effectiveness (Average number of effects)



Whether the objective is one of acquisition or retention, it is clear that both approaches have resulted in a decline in immediate response effects (e.g. donations and sign-ups), and both approaches have resulted in an increase in brand effects. The uplift in brand effects is particularly notable in the retention space where they have trebled between 2017-2022 and 2021-2022. Brand building is a key tool in a retention marketer's locker. By creating deeper emotional connection between a donor and a charity brand, increased loyalty should follow suit.

Key Implications

1. The shift to brand-building activity in the charity space is clear. Brand building is a vital tool for stimulating long term donor relationships. Where short term response is clearly so hard to come by in the cost-of-living crisis, a focus on generating potential future donations for when the economy and household budgets improve is a wise decision. Rich creative advertising aimed at raising awareness and changing how consumers think and feel about charitable causes moves the focus away from a short-term mindset to one of long-term growth.
2. Performance marketing is on the decline. This is by no mean a trend unique to the charity sector; it has been observed across virtually every sector as the cost-of-living crisis deepened in 2022. No matter how well optimised creative and targeting is, when consumers' disposable income is being eaten up by increased mortgage repayments and the rising costs of everyday essentials, there is only so much left to donate to good causes. "Responding" to a brand ad, on the other hand (through increased awareness or changed perceptions), costs a potential donor nothing in the short term.
3. The increase in brand building and retention activity both go hand in hand. Where loyalty is waning and new donors are increasingly hard to come by, marketers must do what they can to retain existing donors. Improved donor experience and a better brand relationship create more "sticky" consumers who are less likely to divert their funds away from charities in the long run.

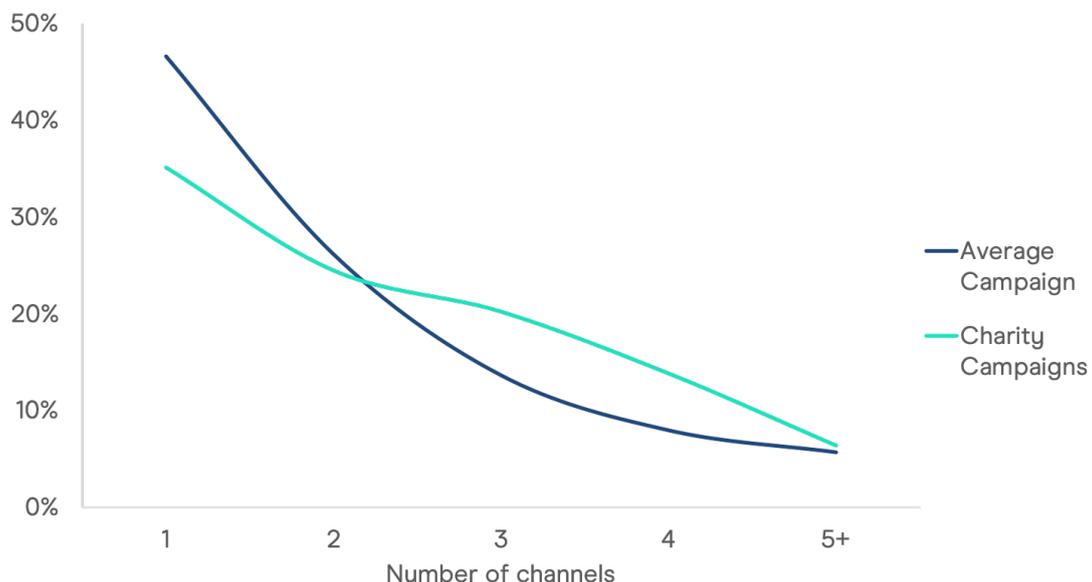
/ 3. How does media selection influence charity campaign effectiveness?

The final – and crucial – campaign planning lever that the Intelligent Marketing Databank shines a light on in terms of charity campaign effectiveness is that of media channel selection. In the world of brand and response, the criteria used to select and evaluate different media varies greatly. Brand campaign planning will involve an evaluation of audience reach, frequency, context, and attention; while response campaign planning will involve an assessment of spend efficiency (for example, cost per acquisition) and directly attributable revenue-related impact. Either way, understanding effectiveness by channel is an important consideration for charity marketers.

Does Multi-Channel Really Matter?

Just over half of the campaigns covered in the DMA's Effectiveness Databank are multi-channel campaigns, with this figure rising to 65% for charity campaigns. Charity marketers are ahead of the curve in their deployment of multi-channel strategies in delivering campaign outcomes, and with response increasingly hard to come by over the last couple of years, this position is likely fuelled by a continual need to innovate in the brand campaign planning phase.

Number of Channels Employed by Charity Campaigns

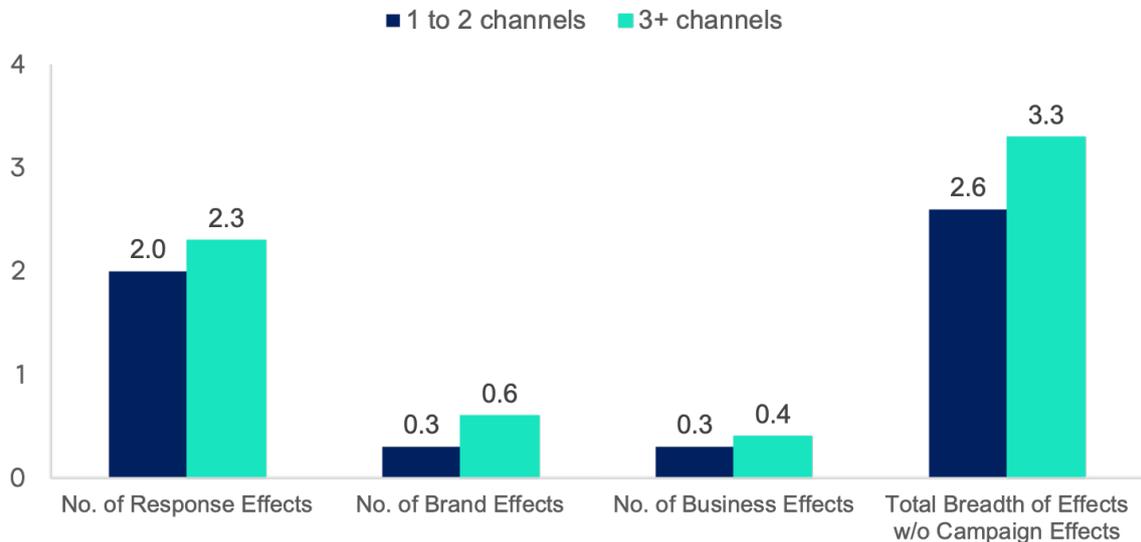


n=1,261 campaigns of which n=158 charity campaigns

A multi-channel approach clearly matters for charity campaigns. Campaigns that employ three or more channels on the media plan tend to drive 3.3 effects on average, vs 2.6 effects for those that are run across one or two channels. This improved effectiveness is apparent across all types of effectiveness metrics: response, brand, and business effects.

Brand effects are accumulated as more channels are added to the media schedule. While there is a likely frequency effect at play, the role that different media play in priming audiences in different contexts and at different times of day result in a combined effect that is more likely to shift the dial on brand metrics like awareness, consideration, and brand perceptions.

Charity Campaign Effectiveness by Number of Channels (Average number of effects)



n=158 charity campaigns

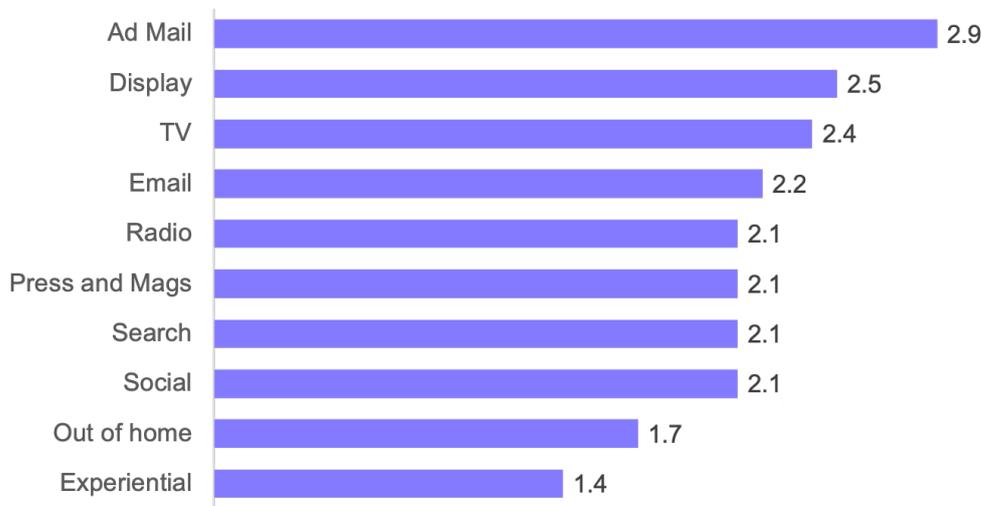
In terms of response campaigns, the increased likelihood of charity campaigns to go in search of new acquisitions rather than existing donors plays into the multi-channel effect. New channels can mean new audiences and a widening of the net used to engage potential prospects.

Channel Selection and Effectiveness

The most effective campaigns at driving response effects for charity advertisers tend to include ad mail, digital display, or TV. Campaigns including some form of ad mail (i.e., direct mail or door drops) generate 2.9 response effects on average, digital display 2.5 effects, and TV 2.4 effects.

Each of these top three channels has its own strengths in the media mix. The highly-targetable nature of ad mail reaching audiences in a privacy-compliant way in an age when digital ad targeting is coming under more scrutiny than ever naturally lends itself to selection on charity media plans. TV spots running at times of the day less attractive to other advertiser categories, but that are in fact attractive to charity advertisers seeking to target a specific age group, points to why TV stacks up so well in the response space. This trend is all the more relevant considering the levels of media-cost inflation taking place in 2022. Digital display has also long been a cornerstone of effective response campaigns – often due to its highly targetable nature and ability to reach hard-to-find audiences (especially younger audiences), and rounds off a synergistic list of top three media in terms of effective response drivers for charities.

Average Number of Response Effects Generated by Charity Campaigns Including the Following Media

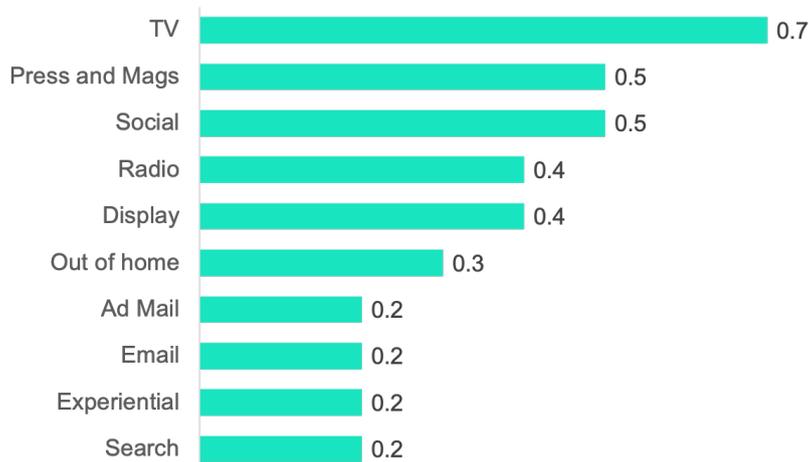


n=158 charity campaigns

When looking at the channels that are optimum for building charity brand effects such as awareness, consideration, behaviour change, and longer-term donation intent, TV also comes out as a strong performer. Press and magazines also prove themselves to be strong brand-building platforms. Typically high on consumer attention and with the added bonus of being able to provide high quality contextual environments for charity ads, the power of print should not be underestimated. In the digital space, social rises to the top as the strongest brand-building platform.

Average Number of Brand Effects Generated by Charity Campaigns Including the Following Media

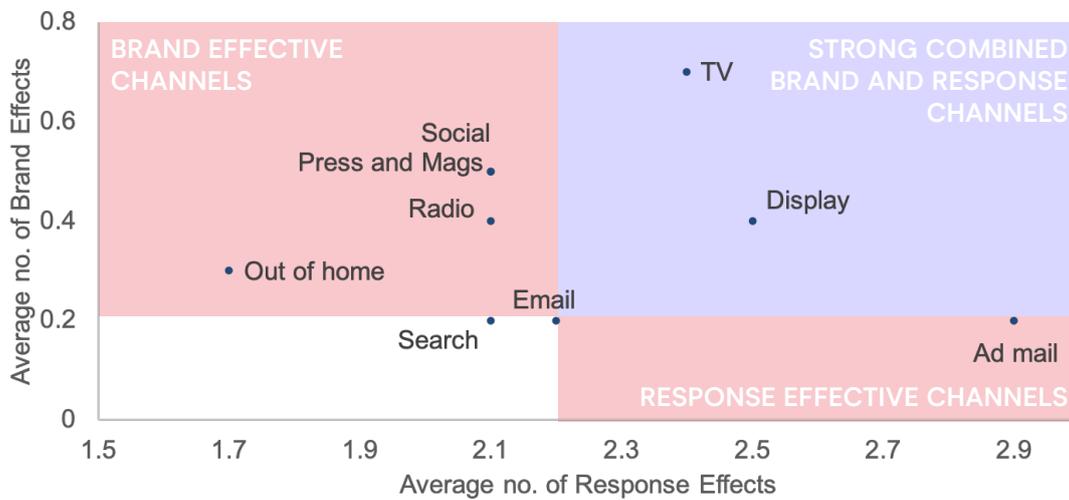
n=158 charity campaigns



The chart below provides a perspective on which media channels are above average performers at driving response and brand effects together, with those channels that appear in the top right quadrant the top-performing media on both counts. TV is clearly a stand-out performer in this respect, and if planners are looking to maximise impact across both brand and response then TV appears to be a must. Digital display should also be regarded as good all-rounders.

However, when it comes to those all-important short-term campaigns which are often triggered by specific appeals that are looking to solely drive response, ad mail remains vital for charities, as does the email channel.

Charity Response Effects vs Brand Effects by Media Channel



Key Implications

1. Harnessing the power of an integrated media strategy will help arrest the decline in charity marketing effectiveness. Three or more channels are optimum for delivering higher numbers of response, brand and business effects. Where a multi-channel strategy is commonplace in the brand-building world, the same needs to be applied to response campaigns. While the crisis in performance marketing effectiveness continues, it is vital for charity marketers to maximise response across all available channels.
2. TV is a tried and tested channel for brand building, as is the more traditional world of press and magazines. Reaching newer, younger audiences via social channels is also a key play in boosting brand impact. Assessing which combination of media should feed into your multi-channel strategy is an important planning consideration that charity marketers should be on top of.
3. While response marketing effectiveness is declining, it should by no means be ignored as a marketing tool. Instead, response results should simply be contextualised in the light of a challenging economic environment. Ad mail and email are essential tools for driving short-term donations, while TV and digital display have the added bonus of also being good brand building platforms and should be considered good all-rounders.

/ Methodology

Over one thousand entries to the DMA Awards have been condensed into a database of 1,261 unique marketing campaigns. Some data is derived from the self-declared information provided in the award entries themselves, while additional tags have been created to add further depth to the databank.

Pre-existing campaign information:

- Entry year
- Agency name
- Client name
- Award categories
- Judges scores
- Campaign duration
- ROI (for 247 campaigns only)
- Campaign budget (for 178 campaigns only)
- Open text fields related to the campaign brief, strategy, solution, creative thinking, results and supporting data.

Additional campaign information added during databank build:

- Agency type
- Advertiser category
- Advertiser size
- Industry sector
- Launch or established product/service campaign
- Retention of acquisition objective (or both combined)
- Brand or response objective (or both combined)
- B2B or B2C
- Media channels used
- Type of campaign effect (see further detail below)
- Average number of effects (see further detail below)

Complete list of effectiveness measures identified

Campaign Delivery Measures:

- Ad Block Rates
- Brand Safety
- Buzz Score
- Call centre volume
- Campaign Reach
- Clicks
- CPC
- CPC reduction
- CPE
- CPM
- CPV
- CRM Rev contribution
- CTO
- CTO growth
- CTR
- CTR growth
- Digital Contribution
- Digital Impressions
- Digital Traffic/Views
- Digital Traffic/Views Growth
- DM CPC
- Domain Authority Dwell Time
- Dwell time growth
- Earned Media/PR Impressions

- Earned Media Mentions
- Earned Media Value
- Email CTR
- Email Open Rate
- Email Open Rate Growth
- Email Volume
- Engagement Increase
- Engagement Rate
- Engagements
- Frequency
- Interest Lift
- Live Event Traffic
- Mail open rate
- Mail Volumes
- OOH Impressions
- Opt-in rates
- Opt-out rate
- Organic Social Impressions
- Organic Social Reach
- People trained
- Press Impressions
- Production Costs
- Radio /Audio Impressions/Reach
- Reach Growth
- Referrals
- RPE
- Sales team growth
- Search Growth
- Searches
- SEO Ranking
- Site traffic retention
- Social Engagements
- Social Reach/Impressions
- Social Reach Growth
- SOV
- Spend Efficiencies
- Target Audience Reach
- Total Impressions
- TV Impacts
- Video View/Plays
- View Through Rate
- Viewability
- VOD Impacts
- Webinar views

Response Measures:

- Account logins/updates
- ARPU
- ARPU increase
- ATV
- Average Order Value
- Average Order Value Increase
- Bookings Growth
- Brochure Request Growth
- Churn Reduction
- Complaint/Claims Reduction
- Complaint reduction
- Conversion Rate
- Conversion rate growth
- CPA/Cost Per Lead/Cost of Sale
- CPA Reduction
- Customer/New Customer Growth
- Customer Reactivation rate
- DM AOV
- DM Revenue Contribution
- DM ROAS
- Door Drop Revenue Contribution
- Download growth
- Downloads
- Email ROAS
- Enquiries
- Enquiries/Leads Growth Footfall
- Footfall Frequency
- Footfall Increase
- Frequency of purchase
- Lead/Sales Conversion
- Leads
- Leads/Pipeline value
- Leads contribution growth
- Mail Response Growth
- Mail response rate
- New Customer Acquisitions
- New Customer contributions
- Online Sales Increase

- PPC ROAS
- Referral increase
- Response per GRP
- Response Rate
- Response Rate Growth
- Responses
- Retention Rate
- Retention Rate Increase
- Revenue generated
- Revenue Increase
- Revenue per page

- ROAS
- ROAS Growth
- Sell out rate
- Shopper base
- Sign-up/member growth
- Sign-ups/uses/members
- Transactions per email
- Unit sales
- Unit sales growth
- Voucher/reward redemption rate

Brand Measures:

- Ad Recall
- Behaviour Change
- Brand Awareness
- Brand Familiarity
- Brand Favourability
- Brand Health
- Brand Interest
- Brand Perceptions
- Brand Persuasion/Consideration
- Brand Relevance
- Brand Trust

- Cost per brand lift
- Creative Interest/Understanding
- Creative pre-test results
- Customer Satisfaction
- Message Recall
- NPS
- NPS Growth
- Positive Sentiment
- Purchase Intent
- Recommendation Likelihood
- Word of Mouth

Business Measures:

- Average Lifetime Value
- Brand Value
- Brand Value Growth
- Customer Penetration
- EBIT
- EBITDA
- Long-term Customer Retention/Loyalty
- Long-term Revenue

- LTV Growth
- Market position
- Market Share Growth
- Policy Change
- Profit
- Profitability Growth
- ROI
- Shareholder value growth

/ About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should be done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focused principles.

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

www.dma.org.uk

/ About Sagacity

Sagacity is an award-winning data and insight company offering a suite of data; data quality and engagement solutions.

We believe that to genuinely engage your customers, communication needs to be timely, relevant and permissioned. Every day we use our unrivalled data products, insight and expertise to help our clients get closer to their customers.

Synonymous with data quality, Sagacity's market-leading data cleaning solution is the most comprehensive, accurate and trusted in the UK. We hold over 50 million records and hundreds of selectable variables.

We also deliver actionable insight and reporting, build single customer and prospect views, and offer a range of bespoke data and consultative services.

www.sagacitysolutions.co.uk

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