

Tuesday 30 January 2024
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/ Webinar: Charity Marketing Effectiveness 2023 – Insights for Marketers

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/ Welcome

Scott Logie, Chief Commercial Officer, Sagacity

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/ Charity Marketing Effectiveness 2023

Ian Gibbs, Director of Planning and Insight, DMA

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/ Charity Marketing Effectiveness 2023

Insights for Marketers from the DMA Effectiveness
Databank

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1. How is charity marketing effectiveness evolving?

The utility of charity marketing effectiveness is a case of two halves when looking back over the last half decade. From 2017 to 2022 charity marketers were becoming more professional year-on-year with the number of efforts per campaign growing to a peak of 3.4. Charity campaigns effectiveness remained remarkably resilient during the early Covid shock only falling to 3.2 efforts per campaign in 2020 as consumers shifted at home proved themselves to be highly resilient to economic shocks. In 2021 however, rising energy to live with increased inflation led to a decline in the face of reduced economic growth, and consumers demanding to be more cost-conscious. The cost of being active in 2022 has only seen this downward trend in effectiveness continue, leading to a slight fall of 2.7 efforts per campaign. As a result, the cost of being active is a significant barrier to non-charitable organisations. The challenge for charities is to continue to demonstrate the value of their marketing performance in a way that is both meaningful and measurable.

Total Number of Efforts by Sector 2017 to 2022



Number of Responses, Leads and Donations by Sector



Charity Marketing Effectiveness 2023

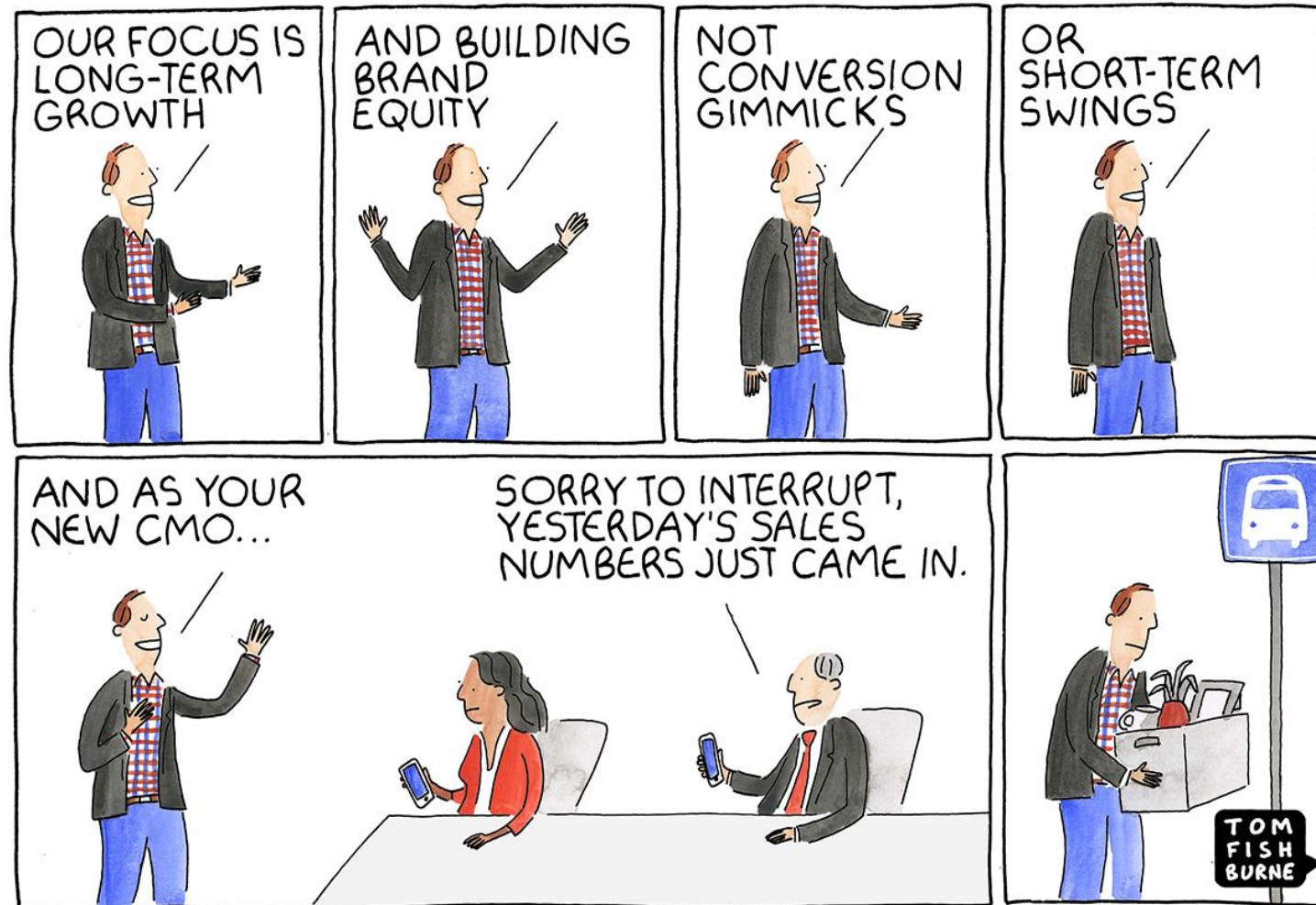
Insights for Marketers from the DMA Effectiveness Databank

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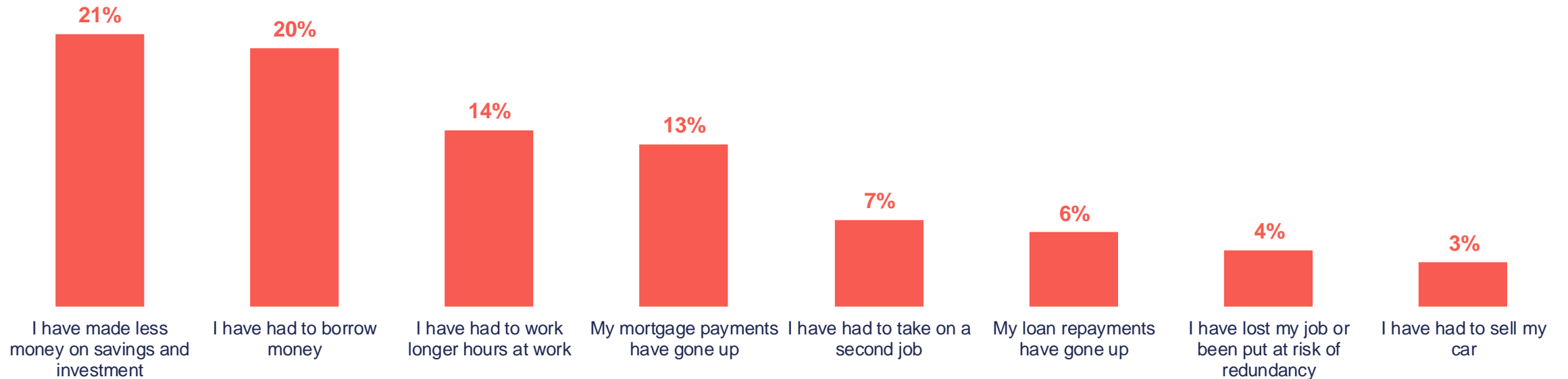


/ The current marketing challenge



/ The current consumer challenge

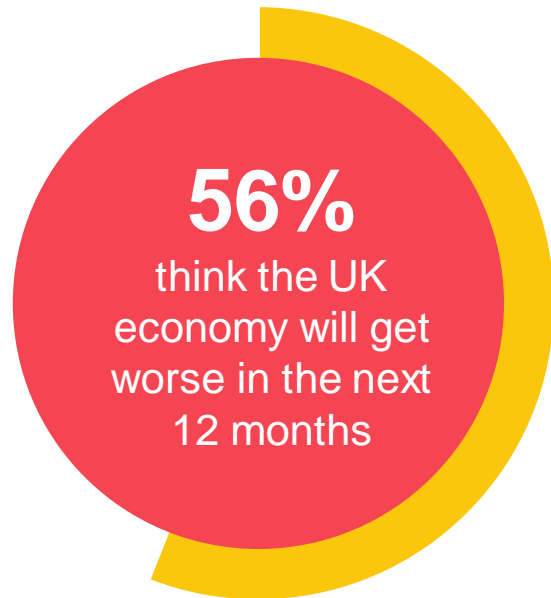
Impact of the current economic situation



A6. How has the current economic situation affected you?
Base: 2,497 UK nationally representative adults 16+

Consumers are pessimistic about the world around them

Perceptions of what will happen in the next 12 months...



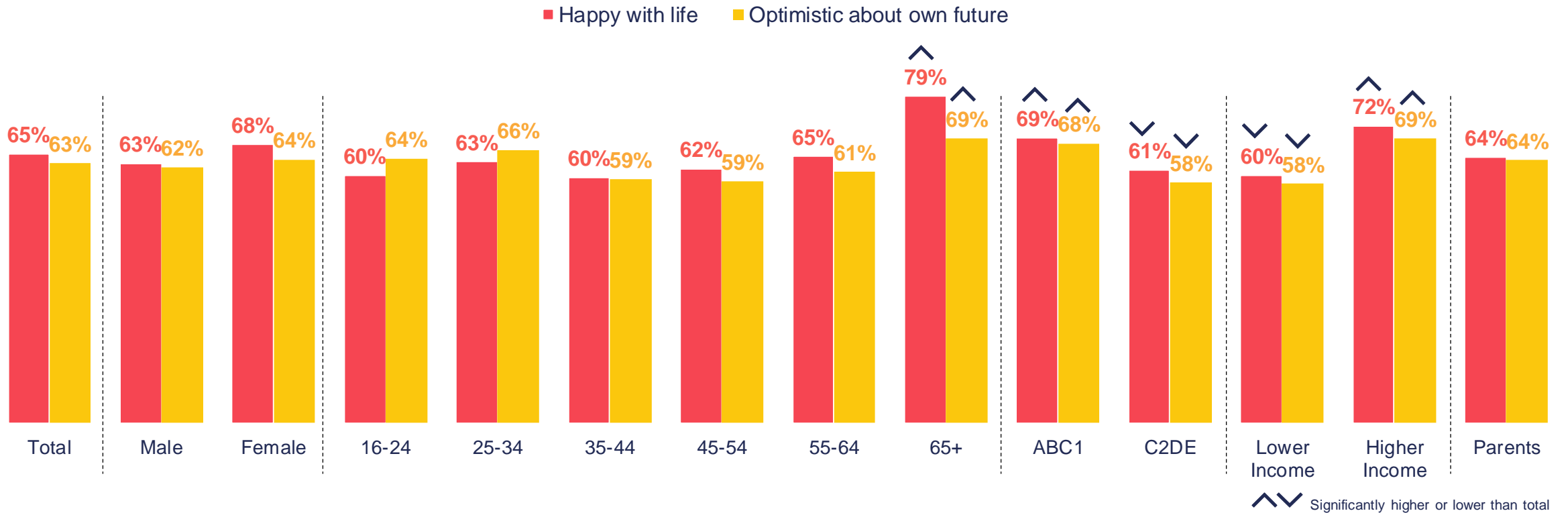
61% among 45-64s



74% among 55-64s
71% among C2DEs
71% among Low Income HHs

/ Yet they are optimistic about their own future

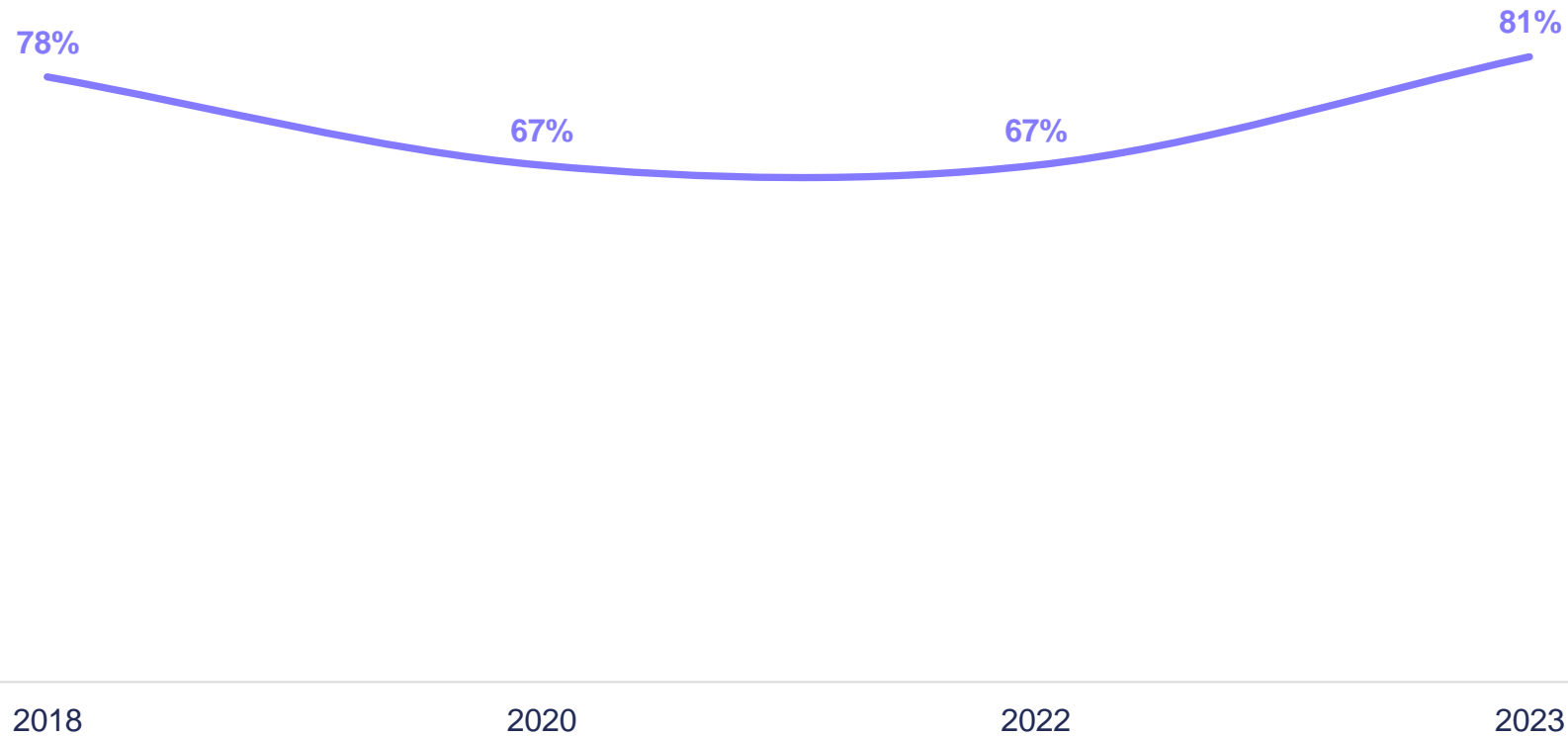
% select



A1. On the scales below, please select which statements you more closely agree with?
Base: 2,497 UK nationally representative adults 16+

/ Consumers are becoming more price savvy

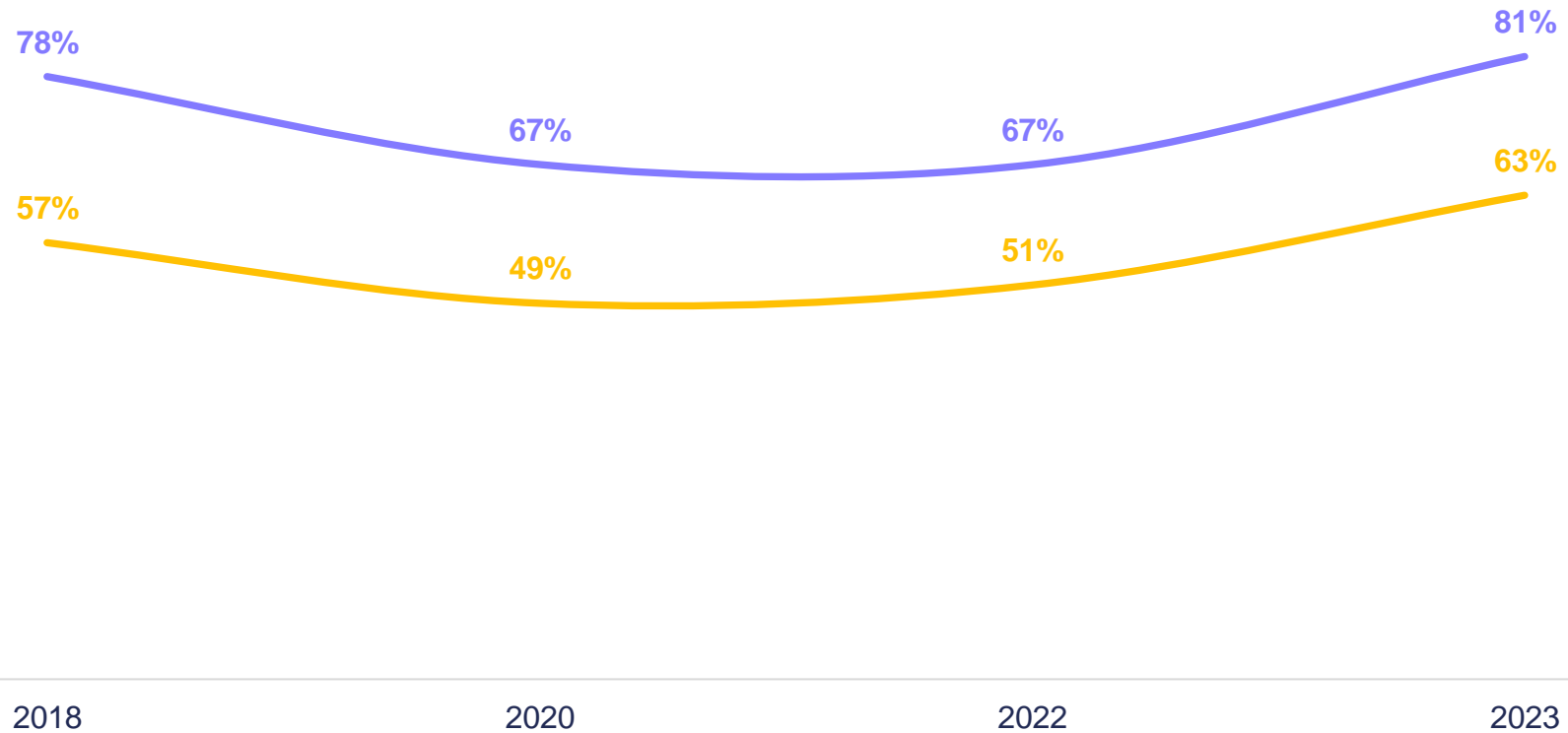
Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

/ Discounts and offers play a big part in this

Attitudes towards price and deals (% Agree NET)

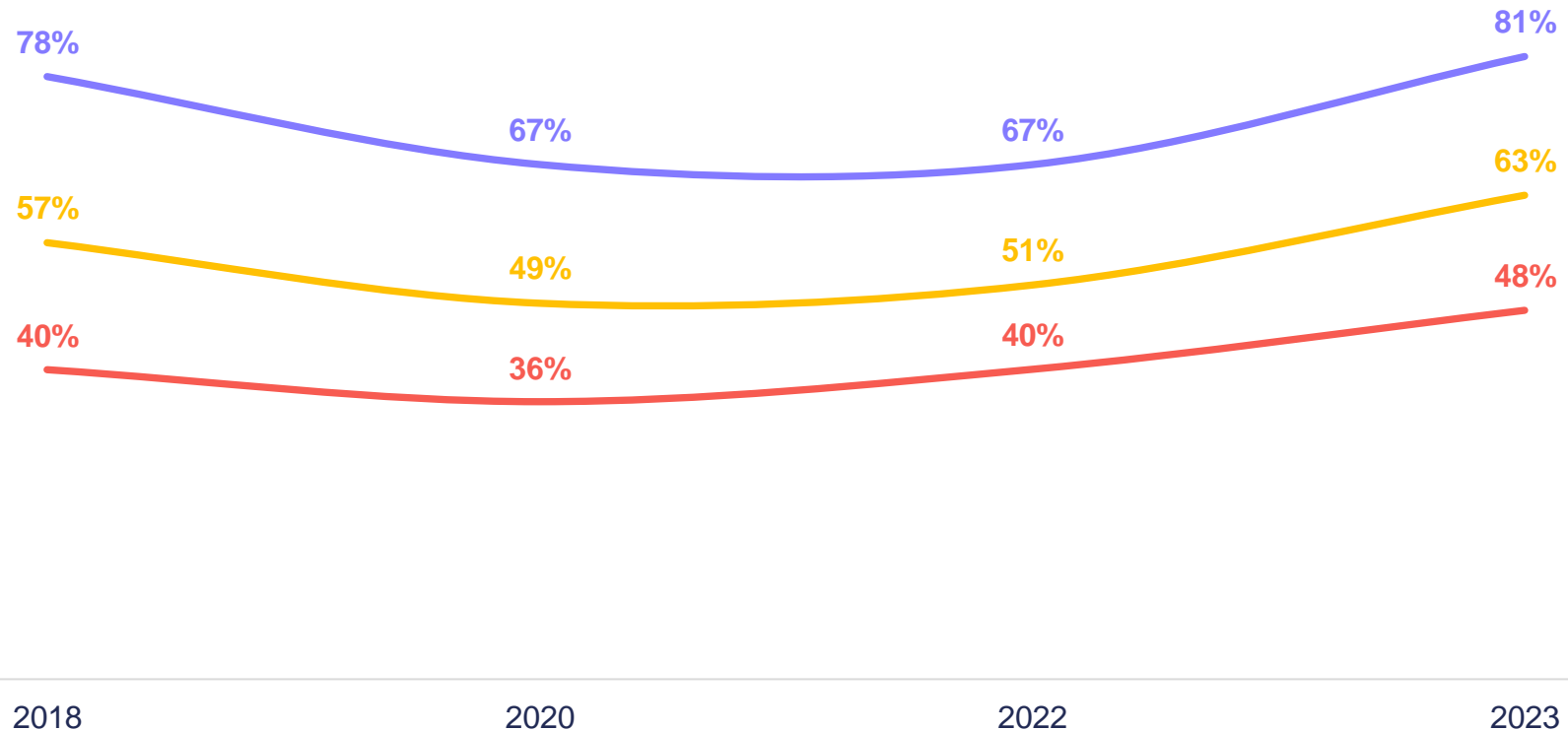


When making an important purchase decision I tend to spend time comparing prices

When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

Charities are competing for share of wallet with deal driven advertising

Attitudes towards price and deals (% Agree NET)



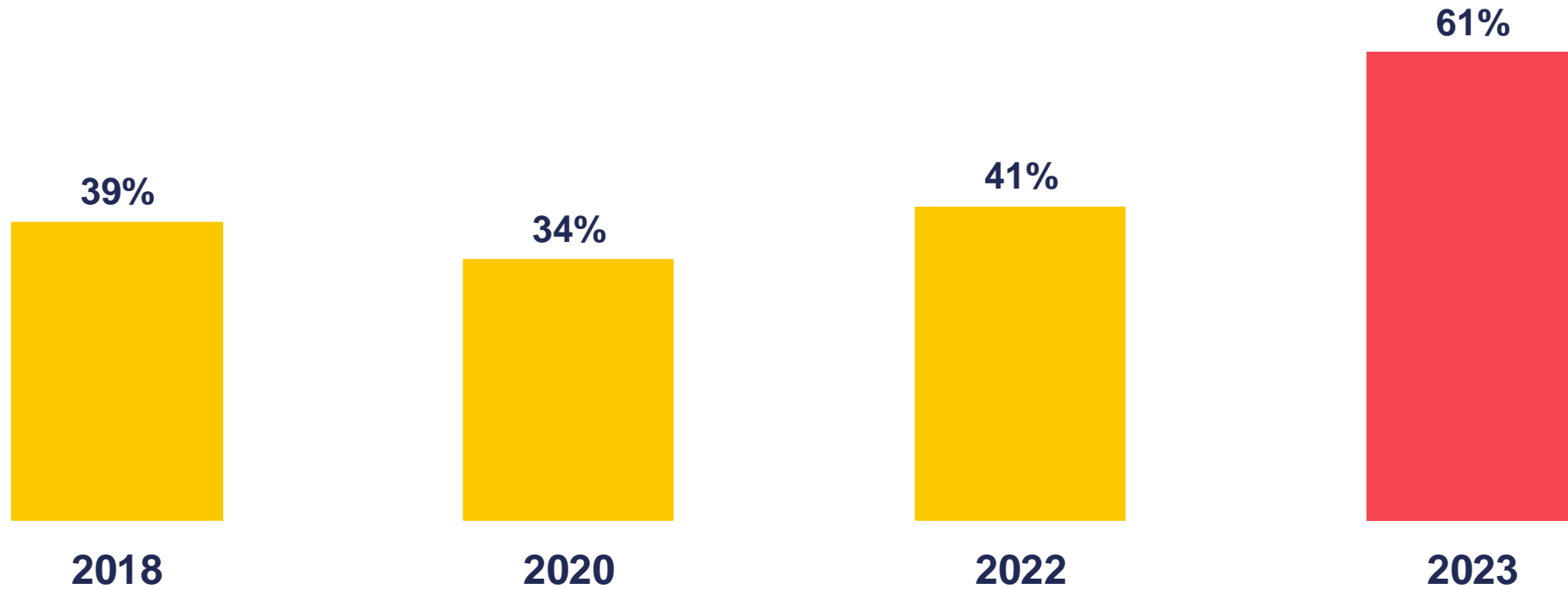
When making an important purchase decision I tend to spend time comparing prices

When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

If a brand/shop/site I like stopped offering deals I would stop buying from them

/ Overall brand loyalty is declining

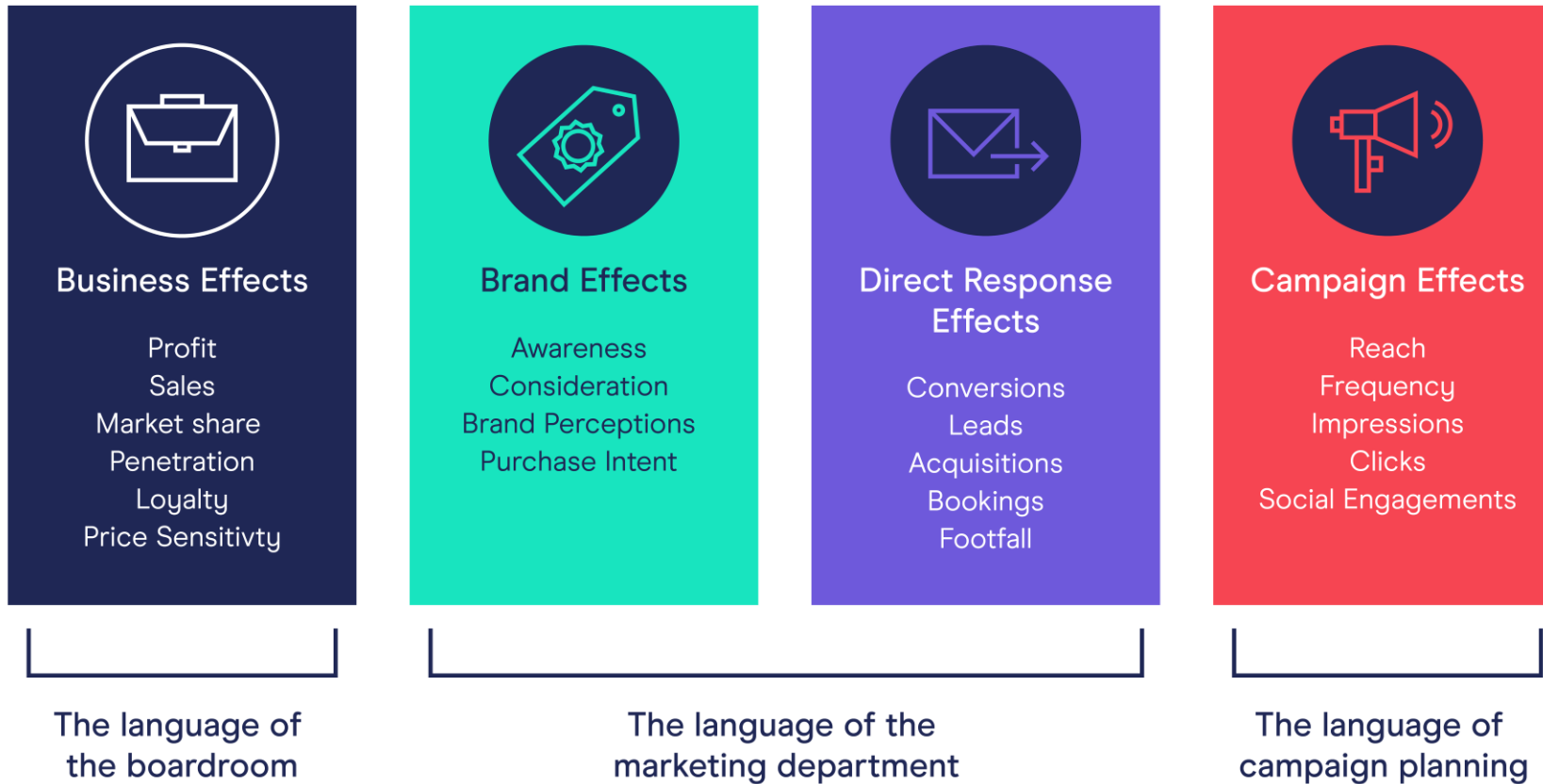
% agree “I feel I am less loyal to brands and companies now than a year ago”



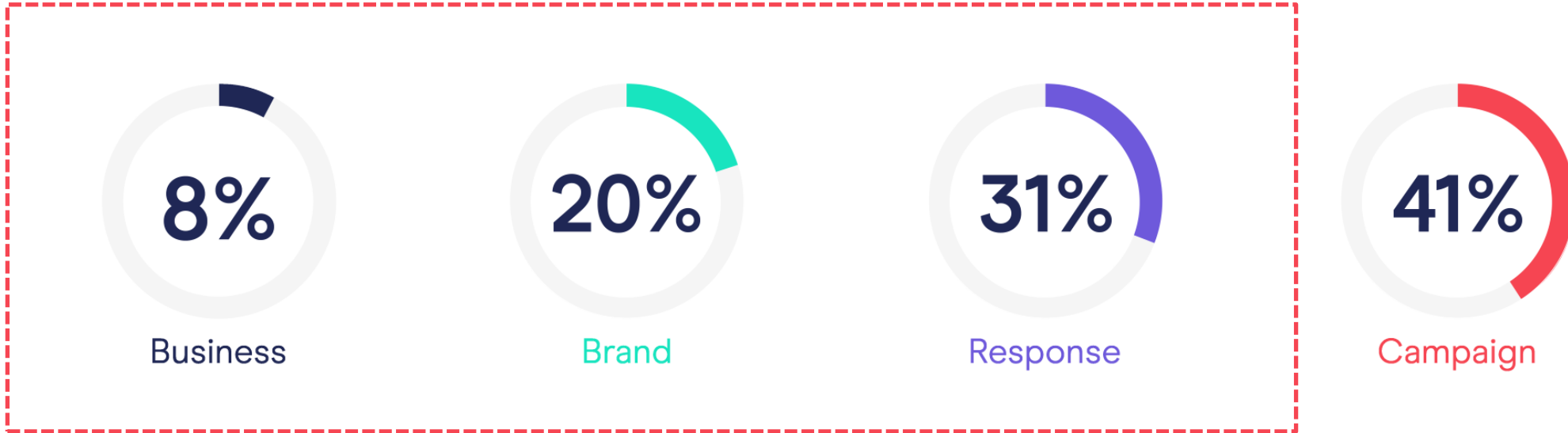
/ Charity marketing insights from the DMA Effectiveness Databank



/ Four groups of effectiveness metrics

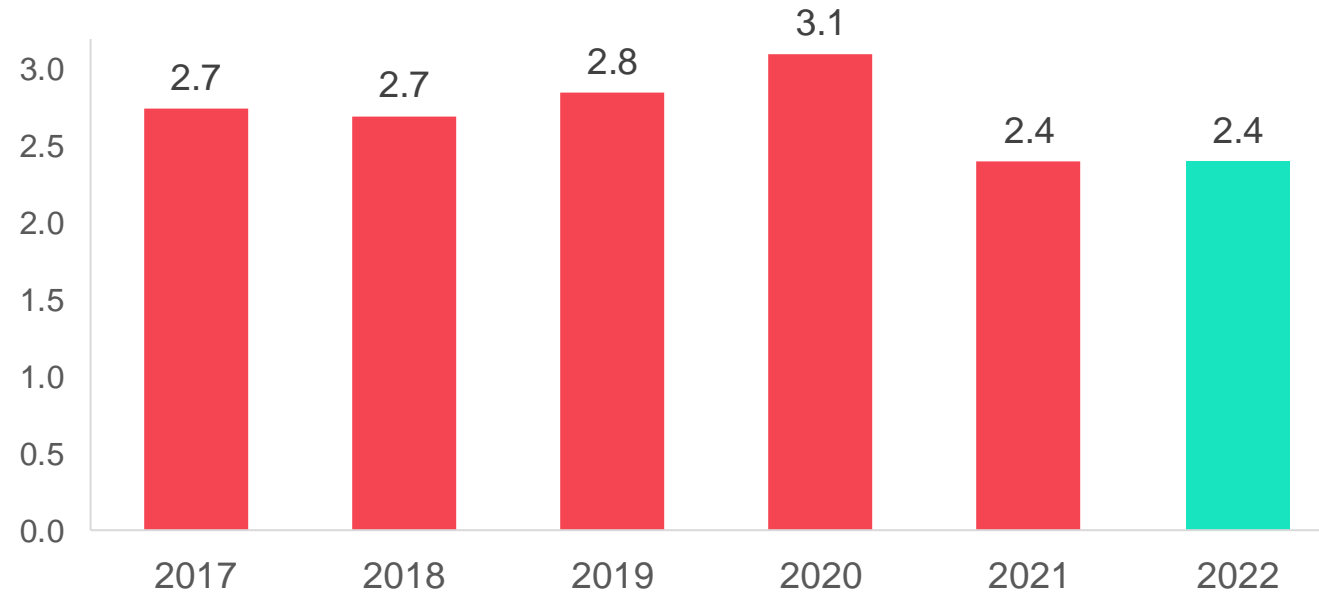


/ Focusing on the metrics that matter



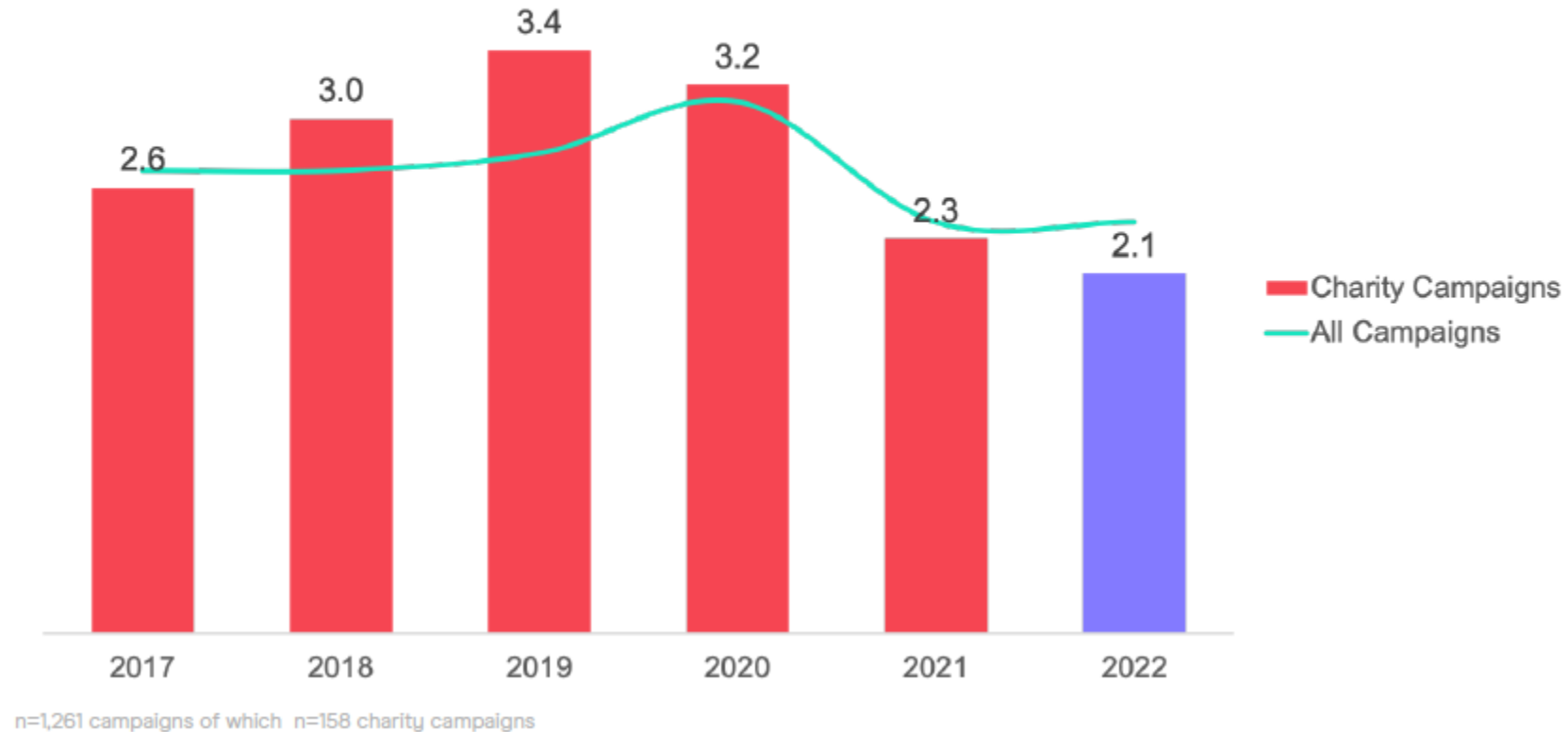
Across all sectors marketing effectiveness is below pre-pandemic levels

Average Number of Effects Per Campaign



Charity marketing very much in line with this trend

Total Number of Effects per Charity Campaign 2017 to 2022



Response effects make up a big part of the picture

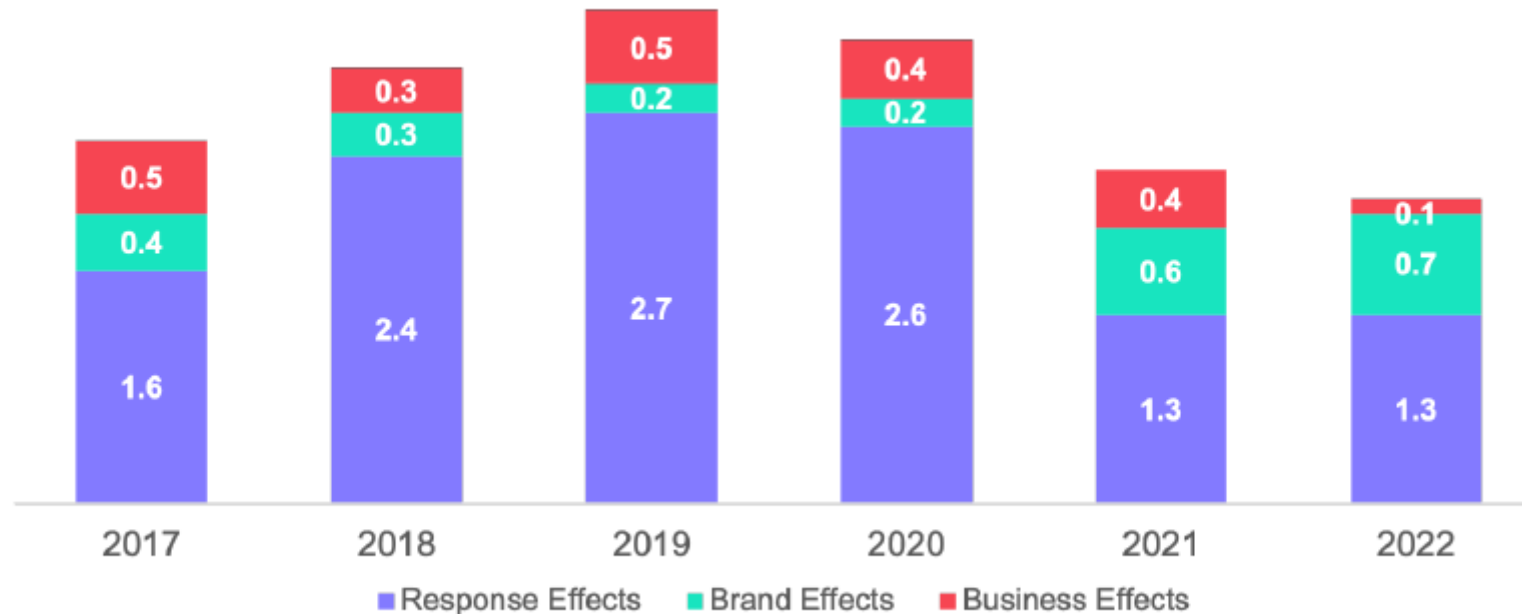
The Anatomy of Charity Campaign Effectiveness 2022



n=20 charity campaigns

/ Brand effectiveness actually grew marginally

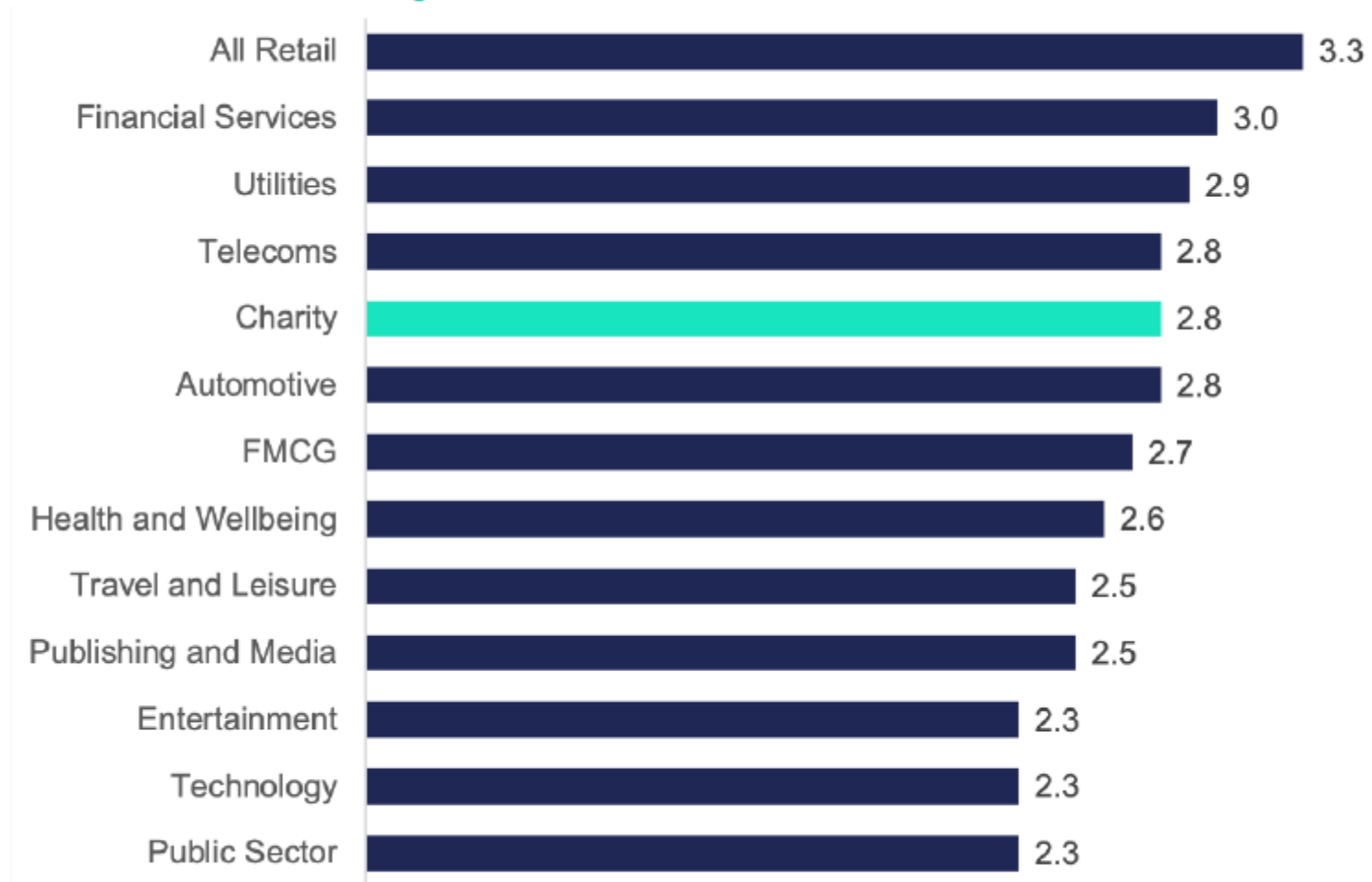
Average Number of Response, Brand and Business Effects per Charity Campaign 2017 to 2022



n=158 charity campaigns

/ Performance in line with Telcos and Autos

Total Number of Effects by Sector 2017 to 2022

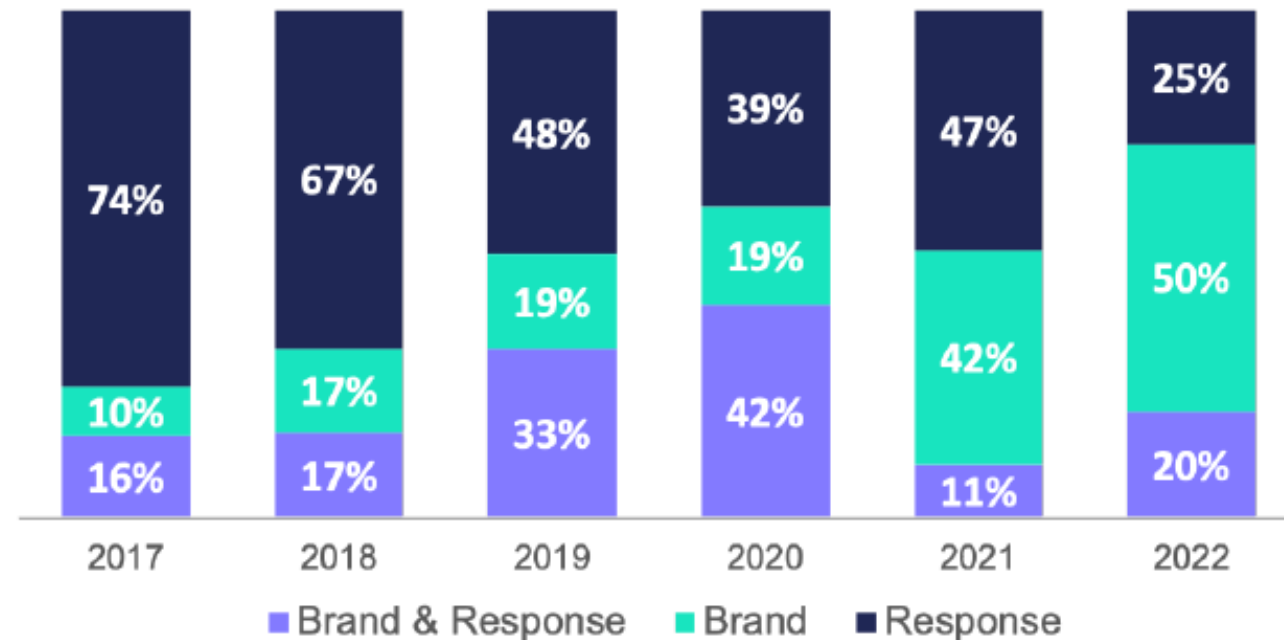


n=1,261 campaigns

**/ What are the drivers of charity
campaign effectiveness?**

/ A greater focus on brand building than ever

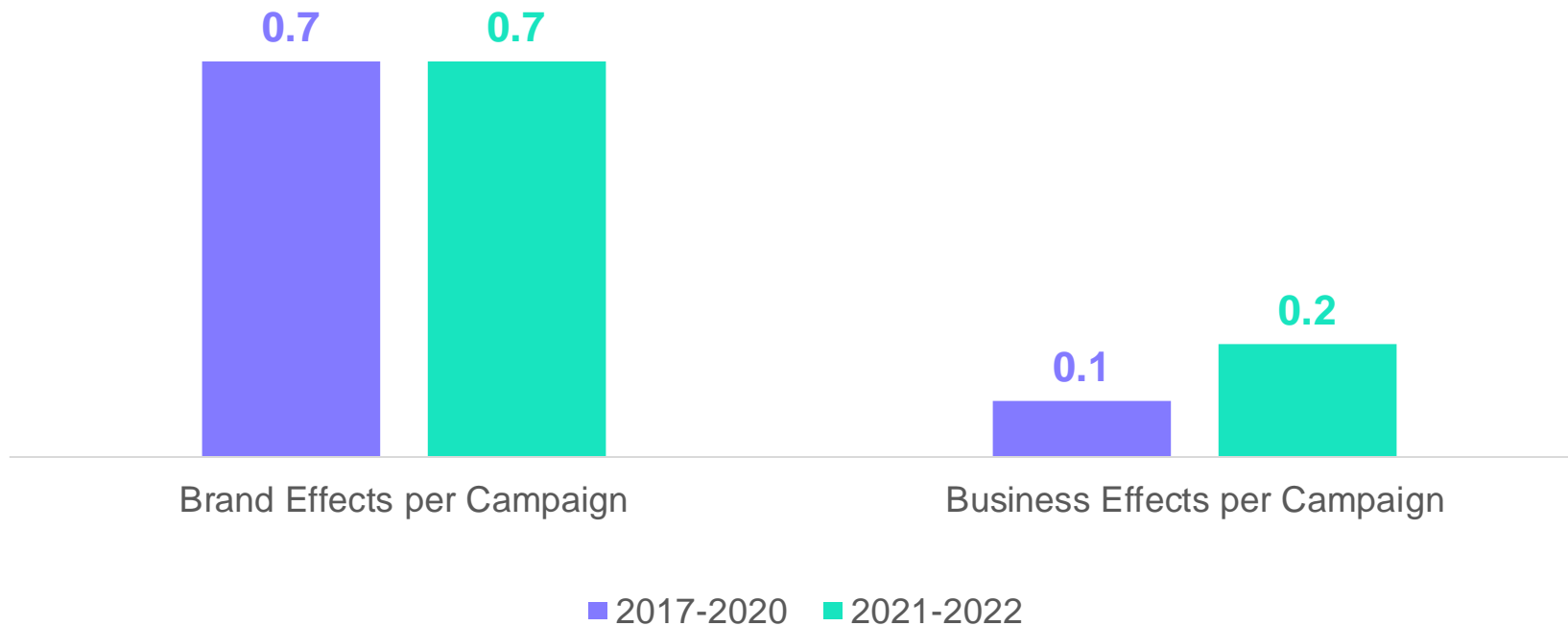
Charity Campaign Brand vs Direct Response Profile (% campaigns)



n=158 charity campaigns

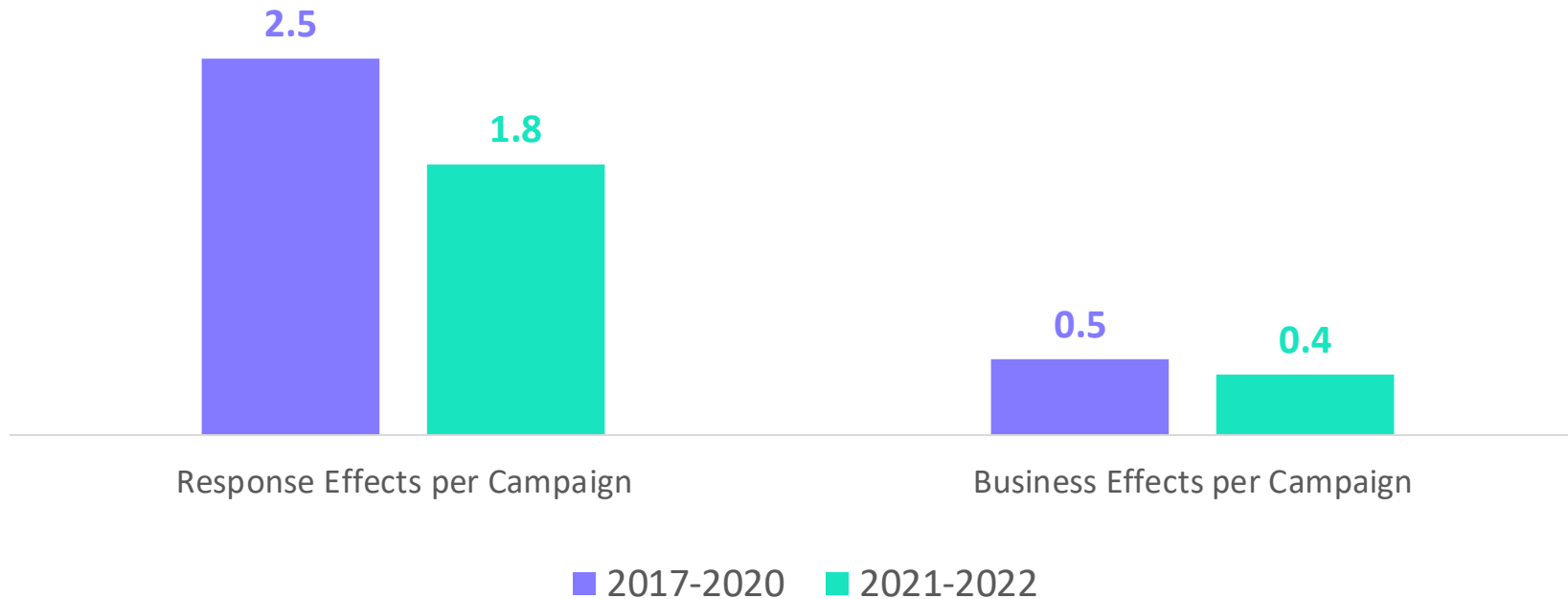
Brand campaigns have driven effectiveness in the late covid phase

Pure brand campaign effectiveness



...while there is a crisis in performance marketing effectiveness

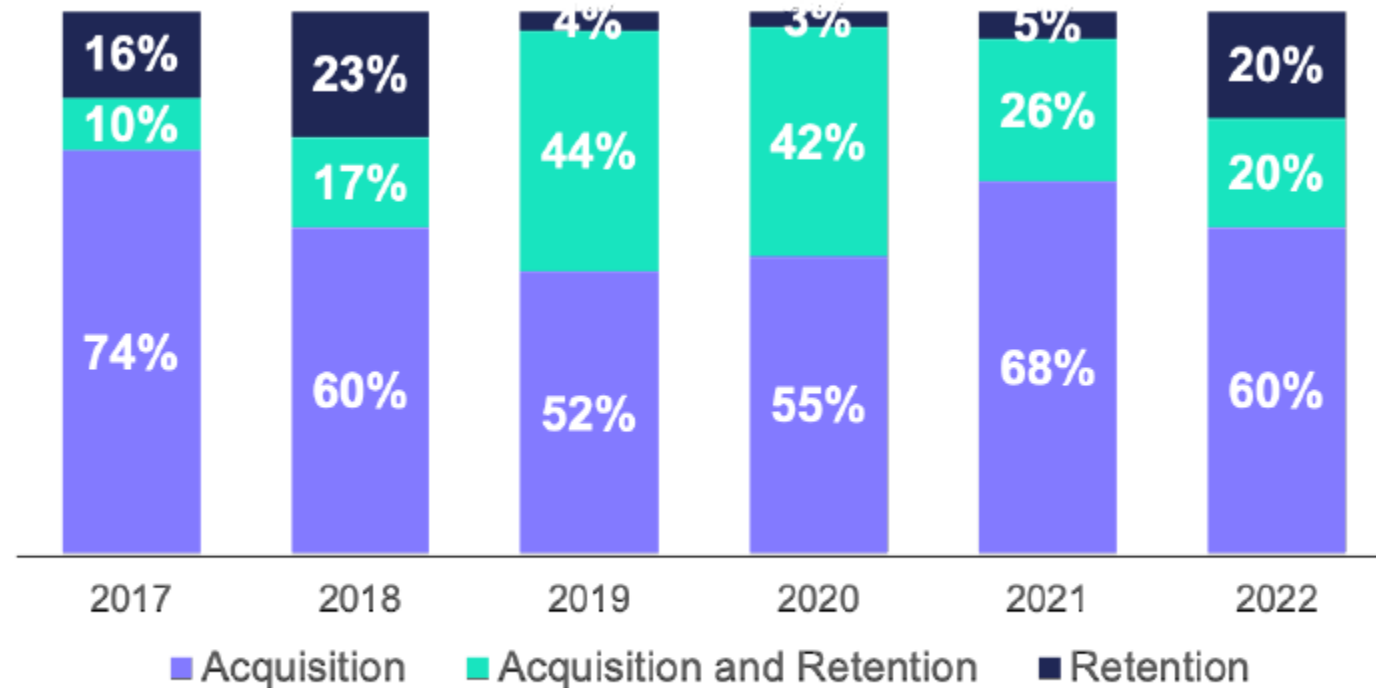
Response (any) campaign effectiveness



Source: DMA Effectiveness Databank 2023

Renewed efforts to focus on customer retention

Charity Campaign Targeting Profile (% of campaigns)

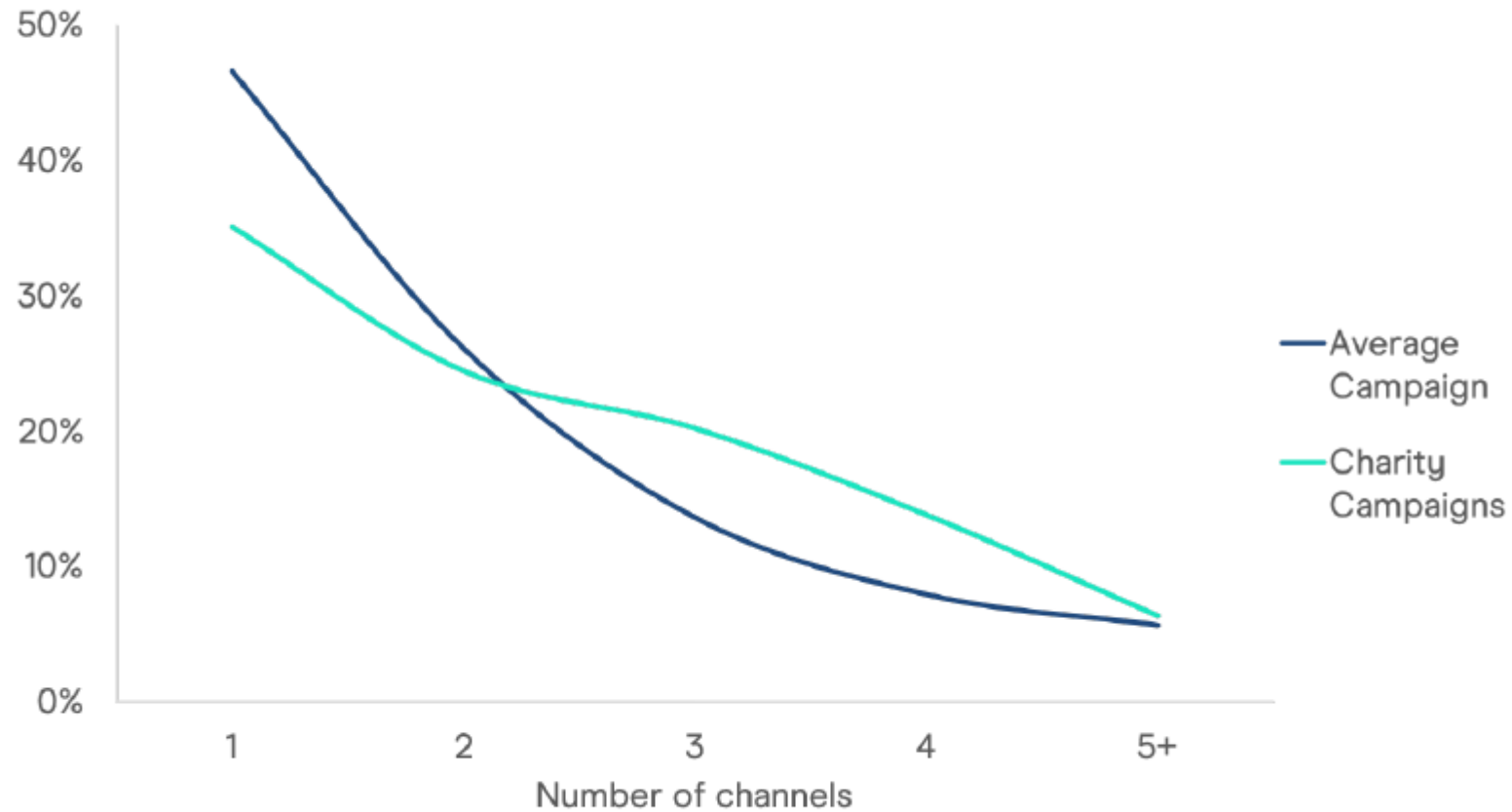


n=138 charity campaigns

/ Getting the charity campaign channel mix right

/ Charities employ a multi-channel strategy

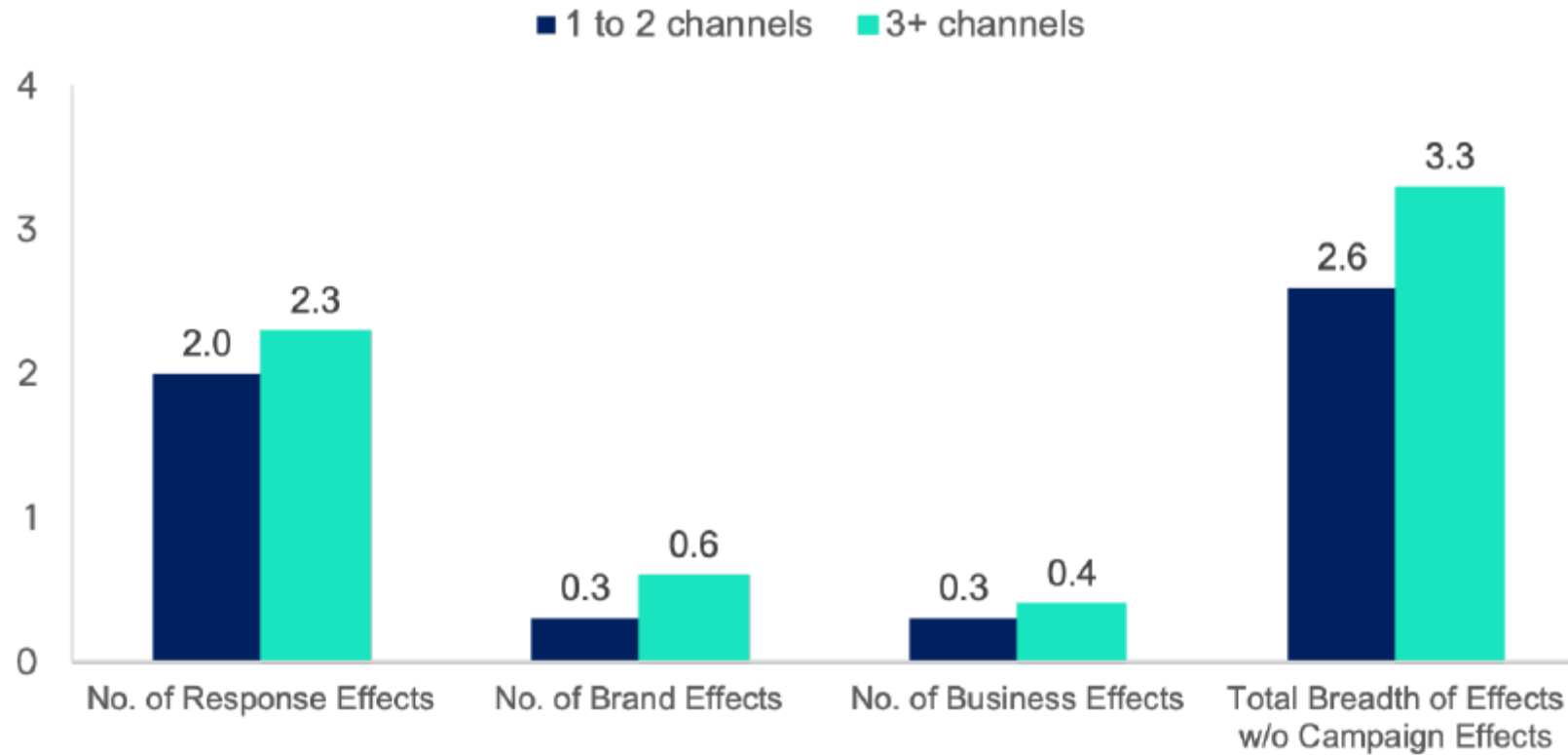
Number of Channels Employed by Charity Campaigns



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

/ 3+ channels key to effectiveness

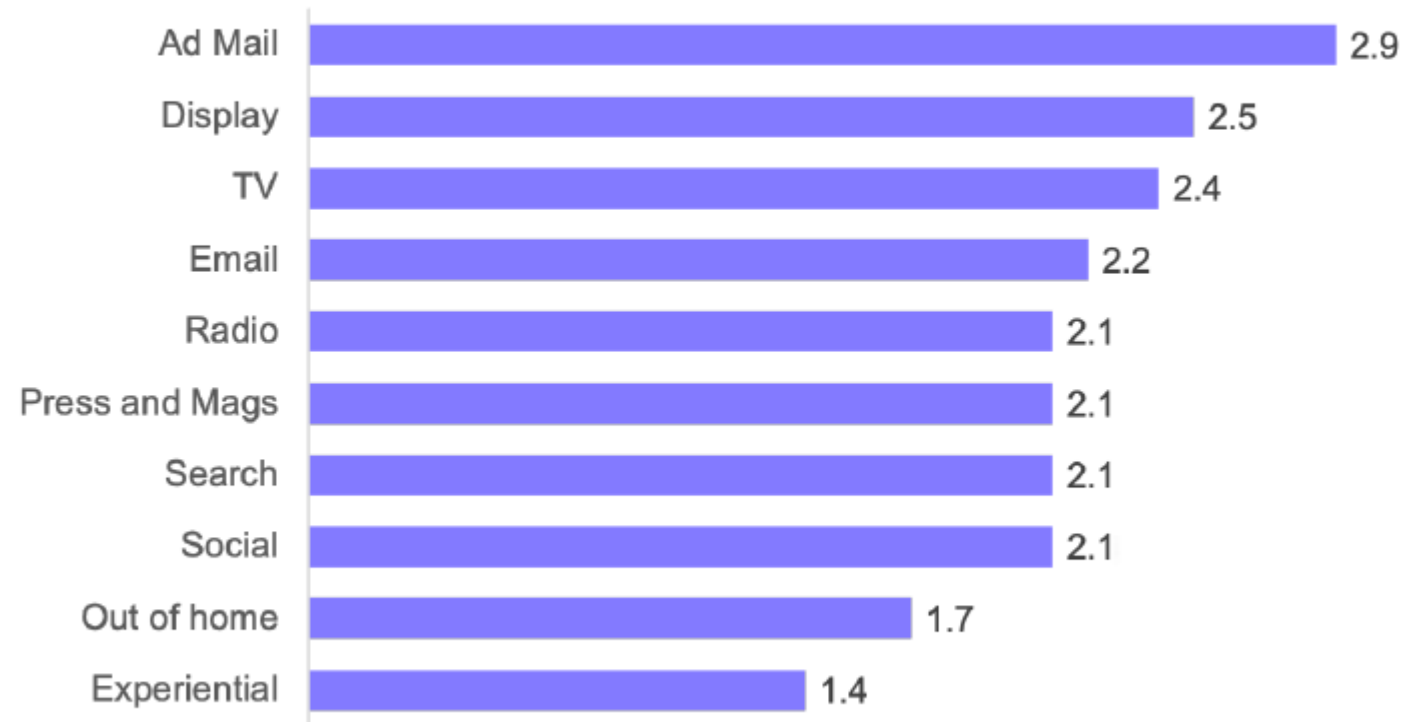
Charity Campaign Effectiveness by Number of Channels (Average number of effects)



n=158 charity campaigns

/ Ad mail, Display and TV generate response

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

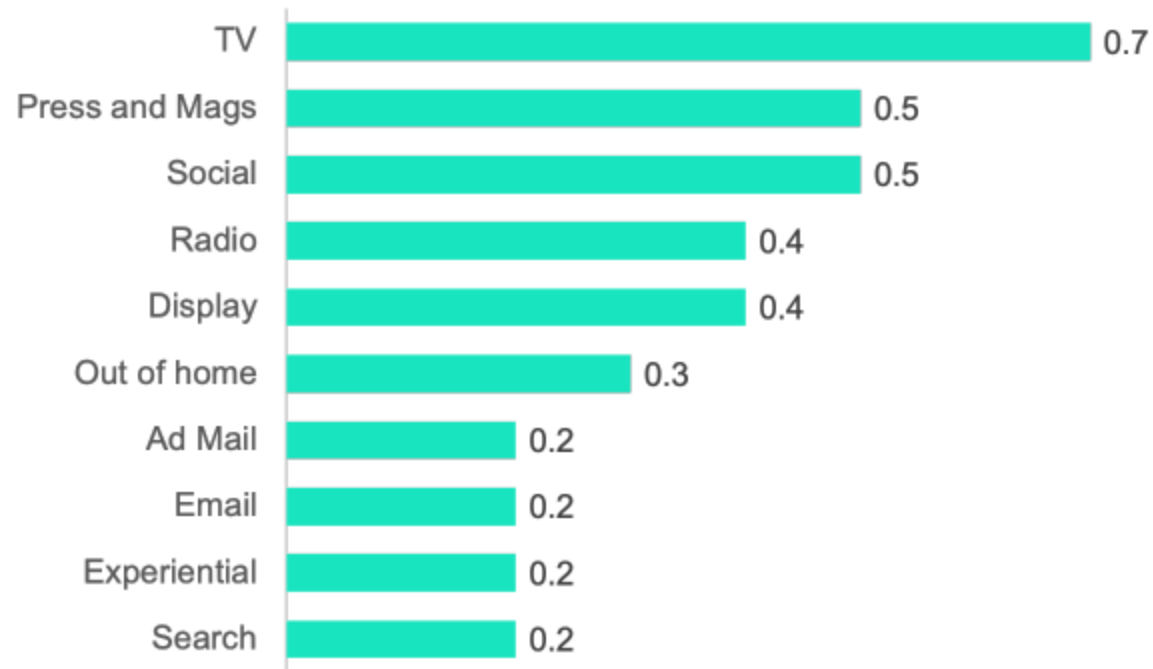


n=158 charity campaigns

TV, Press and Mags and Social are key channels for charity brand building

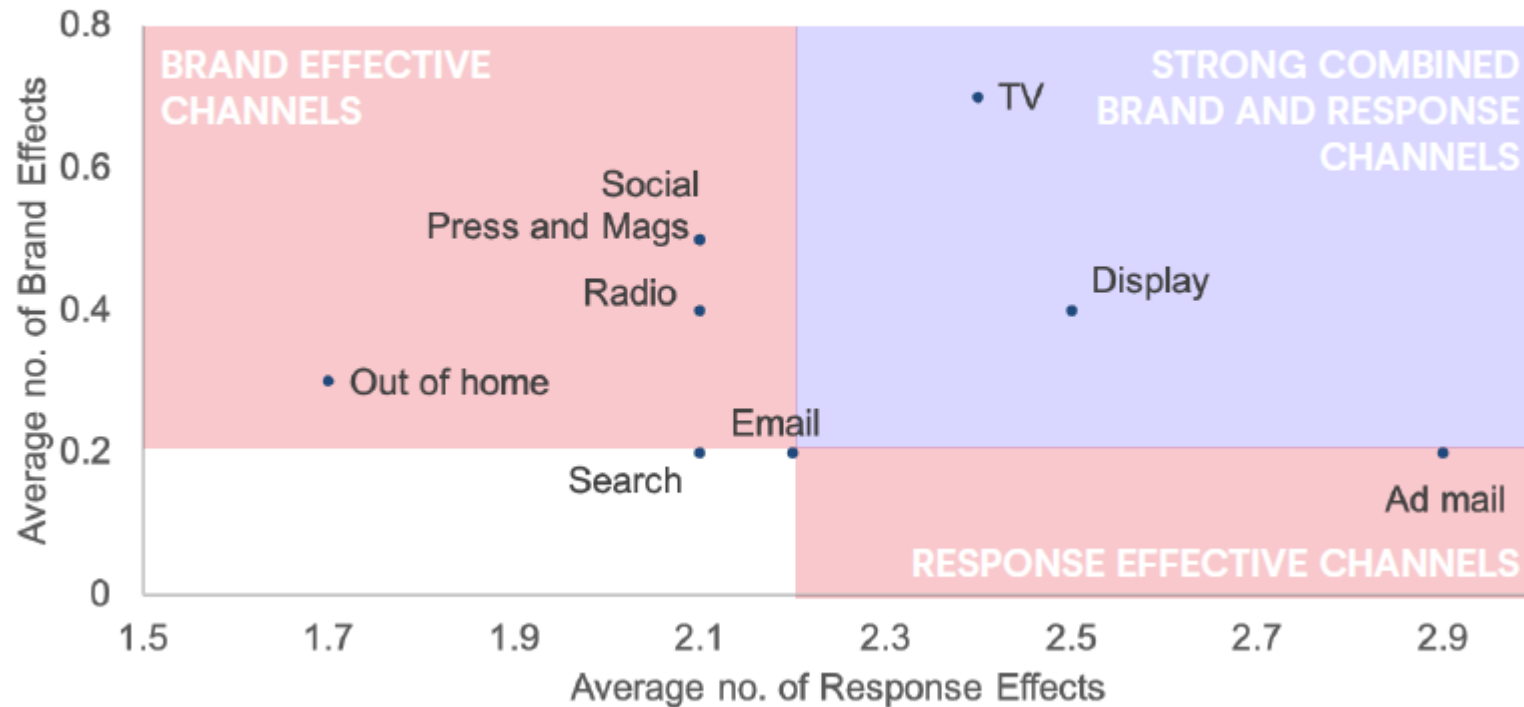
Average Number of Brand Effects Generated by Charity Campaigns Including the Following Media

n=158 charity campaigns



/ TV and digital display offer the best of both worlds

Charity Response Effects vs Brand Effects by Media Channel



/ 5 Things You Should Know

1. It is challenging time for charity marketers: a -9% year-on-year decline in effectiveness seen in 2022
2. Despite declining performance, it is clear that charity marketing still generated positive outcomes
3. With response effectiveness declining, there has been a notable shift towards brand building in the charity space
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
5. Three or more channels are optimum for delivering higher numbers of response, brand and business effects

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/ 'He's Coming Home' 2023 Gold Charity case study

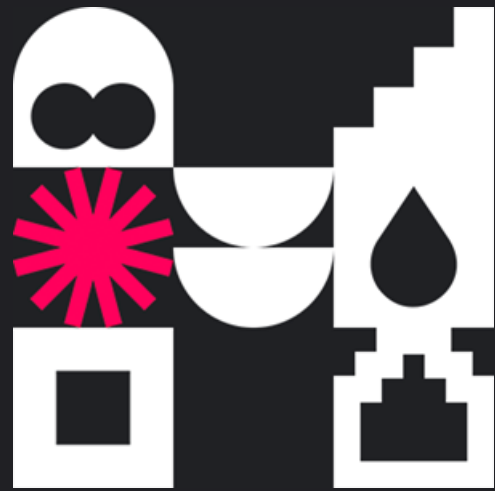
Abbey Gaunt, Senior Strategist, House 337

Teresa Parker, Head of Brand, Media and Partnerships, Women's Aid

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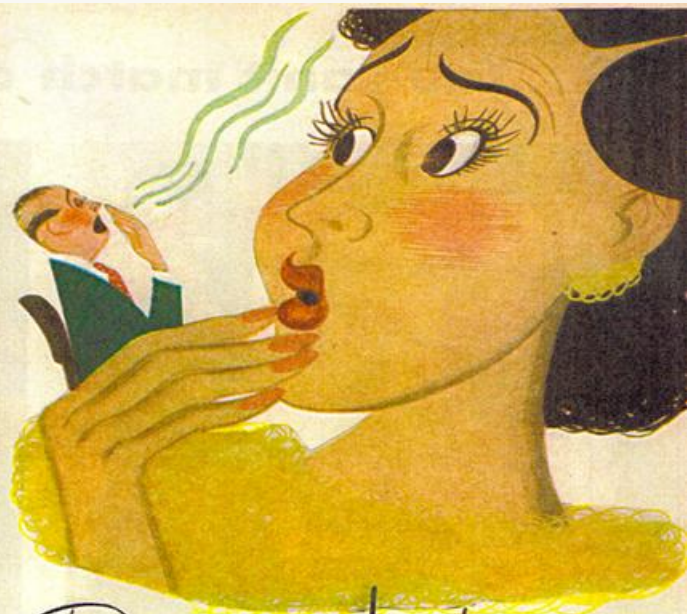
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**HOUSE
337**

women's aid

until women & children are safe



Does your husband yawn at the table?

The things women have to put up with. Most husbands, nowadays, have stopped beating their wives, but what can be more agonizing to a sensitive soul than a man's boredom at meals. Yet, lady, there must be a reason. If your cooking and not your conversation is monotonous, that's easily fixed. Start using soups more often, with lighter, more varied dishes to follow. Heinz makes 18 varieties. You can serve a different one every day for three weeks. Use them in your cooking too, and strike some new flavours that will lift ordinary dishes out of the commonplace.

The Heinz booklet "57 Ways to Use Heinz Soups" gives you smart new recipes. Write for your free copy to H. J. Heinz Company of Canada Ltd., Dept. S.P., 420 Dupont Street, Toronto.

49 OUT OF 64—That was the verdict in favour of Heinz in a recent taste test among dietitians who compared 2 leading brands. Once tasted—once compared—Heinz Soups become top favourites.



Look for the happy Heinz Chef when you shop for soups.



HEINZ
CONDENSED
SOUPS

If your husband ever finds out

you're not "store-testing" for fresher coffee...



...if he discovers you're still taking chances on getting flat, stale coffee ... woe be unto you!

For today there's a sure and certain way to test for freshness before you buy

Here's how easy it is to be sure of fresher coffee



Look for the "Dome Top" Can of Chase & Sanborn. That firm, rounded top shows it's packed *under pressure*, fresh from the oven.

No other can lets you test!

You can't test an ordinary flat top can. Some are "leakers" that have let air in to steal freshness. But all flat top cans look alike. You can't tell which are good and which are stale.

Here's the payoff!

Sure as you pour a cup, they'll want more! For Chase & Sanborn is a glorious blend of more expensive coffees . . . brought to you *fresher*. No wonder Chase & Sanborn pays a flavor dividend you won't find in any other coffee!



**"PRESSURE
PACKED"**

Chase & Sanborn

Make a note

What do they look like?

What time is it?

What line is it happening on?

If you see sexual harassment happening, documenting and reporting it can help build a profile of the perpetrator and help us stop it from happening again.

Only do so if you feel safe.

Always report by texting British Transport Police on 61016, or by using the Railway Guardian app. Call 999 in an emergency.

Want to remain anonymous?
Call Crimestoppers on 0800 783 0137.

Together, we can stop sexual harassment on public transport.



mumlifewitherin
Paid partnership with nhs

1:17

LITTLE BIG THINGS

Learn more

mumlifewitherin Sometimes just stopping, taking a moment and taking a breath is so helpful to help calm us in moments and periods of stress or when we're feeling anxious. I love taking a moment. Just taking a breath



UK 5 min read

Why do rape and sexual assault victims find it hard to go straight to police?

Updated 3 hours ago

By Jemma Crew & Sam Hancock
BBC News

The silence can kill.

CRIME SCENE / CRIME SCENE / CRIME SCENE / CRIME SCENE / CRIME SCENE

In Ceará, 1 woman dies each 12 hours due some kind of violence.

Maria do Pólvora Pereira
The first in Ceará to work on strengthening women's safety.

Don't silence, report it.
CALL 88 3343.3337

If it happens once, it could happen again. Stop the cycle before it starts. **aware**

Call us for advice and support. Register an incident here: www.aware.org.br or 1800 774 5935

SOME THINGS CAN'T BE COVERED
FIGHTING WOMEN'S ABUSE TOGETHER.

IF STAYING HOME IS MORE DANGEROUS, SPEAK UP

DOMESTIC VIOLENCE

GET HELP
CALL OR TEXT 24/7
305-285-5900

MIAMI-DADE COUNTY THE WOMEN'S FUND MIAMI-DADE WOMEN STRONG WORLD STRONG citrus HEALTH NETWORK, INC.

Made possible with the support of The Judge Amy Karan Legacy Fund

SHE'S BEEN ISOLATED AND LIVING IN FEAR FOR YEARS.

Like COVID-19, you can't always see the signs of domestic abuse. If you hear violence next door, get help. #listeningfromhome

NO MORE NATIONAL DOMESTIC VIOLENCE HOTLINE

IT'S NOT NOTHING

COERCIVE CONTROL IS A FORM OF ABUSE. DOWNLOAD BRIGHT SKY FOR SUPPORT.

Vodafone Foundation



A combined reach of 222 million

He's Coming Home: Women's Aid campaign highlights the rise in domestic abuse during major sporting events

Comment

Alice Giddings



yahoo/life Yahoo Life UK

'Chills looking at this': Women's Aid praised for 'He's coming home' campaign

Creativity Creative Works Fifa World Cup

Women's Aid subverts England's 'It's Coming Home' with domestic violence message





23 million views on TikTok | 560,000 impressions on Instagram | 1.1 million impressions on Twitter (X)

1 in 8 views about the England World Cup on TikTok **was our campaign**, not football at all!

78% increase in direct traffic from organic social to the Women's Aid website

+44% to the **donate** page.

Those donations are vital for helping women and children escape domestic abuse.

We reached those who might need our help:

+17% to Women's Aid info page.

+26% of the Women's aid support page

+11.7% Survivors' Forum usage on matchdays

(continued rising into the day after match days to 13.9% above average)



/ Q&A

Leah Mates, Director of Marketing, Mass Fundraising and Engagement, British Heart Foundation

Ian Gibbs, Director of Planning and Insight, DMA

Abbey Gaunt, Senior Strategist, House 337

Teresa Parker, Head of Brand, Media and Partnerships, Women's Aid

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/ Closing comments

Scott Logie, Chief Commercial Officer, Sagacity

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/ Feedback Link

