

Meaningful Marketing Measurement: Charity Sector Focus

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Intelligent Marketing

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/ Introduction

In many ways charities are an advertising sector like no other. While other organisations grapple with the appropriateness of purpose-driven marketing, charities have no choice but to consider their purpose. They are tasked with creating deep-rooted emotional connections with consumers while asking them to part with their hard-earned cash, for little reward other than a good sense of altruism.

Yet at the same time charity marketing acts just like any other ad sector. The principles of brand building and direct response, the mechanics of performance marketing, and the power of creativity are not considerations unique to the not-for-profit sector.

Charities have met the challenges of the last two years head on, and as attested to by some of the award-winning campaigns from the DMA Awards, they have produced some of their best work under the most difficult circumstances.

Far from resting on their laurels however, it is vital for charities to come out of the pandemic with renewed purpose and vision – especially where their marketing strategies are concerned. Charity CMOs need to be armed with the data-driven insight to inform the role of marketing in building charity brands, while at the same time striving to measure and attribute campaign success more accurately at a time when budgets are under greater scrutiny than ever.

The DMA Intelligent Marketing Databank (IMDB) provides a source of insight for such data-driven decision making. With over 1000 campaigns covered, 138 of which are charity campaigns, this whitepaper delivers insight into the evolution of charity marketing effectiveness, the drivers and inhibitors of growth, along with a comment on how successfully charity marketers are measuring charity marketing effectiveness.

We hope you enjoy reading this report and contributing to the conversation around intelligent charity marketing.

Tim Bond

Director of Content Strategy & Insight at Data & Marketing Association

Ian Gibbs

Founder at Data Stories Consulting

/ Foreword – REaD Group

The last few years have been difficult for marketing across all sectors with increased regulation, the impact of Covid and the current cost-of-living crisis. That has been especially true for the charity sector where the challenges presented by GDPR were felt a long time before others after some high-profile investigations.

Added to that mix are the challenges for fundraisers around understanding and using the increased proliferation of channels, ensuring these are maximised as far as possible and against very tight budgets. As such, knowing where to put a charity's hard-earned cash to ensure the continued growth of both their supporter base and the vital revenue they generate is not easy.

At REaD Group we are very lucky to work with many not-for-profit organisations from some of the biggest and best-known brands in the sector, through to local hospices and smaller regional charities. No matter what we are doing, whether that's basic data cleaning or larger campaign planning work, we always get asked the same question: Which channels are working best for charities right now? And to be honest that has always been a really hard question to answer. Until now!

That is why we are very pleased to support the release of this piece of research. While the real answer to that question is actually, "That depends", and it does depend on so many factors, it is fascinating to see which channels work for the campaigns that charities and agencies themselves think are the most successful.

When it comes to awards, no-one submits work that they think is poor or even average. The campaigns chosen are the ones that we are all most proud of and that have the results to back them up. To be able to examine them in detail and pull out the factors that make them successful, and to show that against other sectors, is invaluable.

So the next time we are asked, "What is working right now?", not only do we have some answers but we can share this whole document. It's not only an interesting read but a helpful and quotable piece of insight.

Scott Logie
Customer Engagement Director at REaD Group

/ Exec Summary

How has charity marketing effectiveness evolved over the last half-decade?

- **Charity campaigns are above average performers, generating more effects than the average campaign.** Typically, this is driven by their ability to drive more immediate direct response effects, rather than brand effects where they tend to underperform against the average.
- **Charity marketers are second only to the retail sector in generating campaign response.** Although when it comes to their ability to generate brand effects, they are much lower down the sector rankings.
- **Charity campaign effectiveness has been declining over time, peaking at 3.4 effects per campaign in 2019 and dropping to 2.3 effects by 2021.** Declining response effectiveness in a challenging market where household budgets are under more pressure than ever has inevitably played its part.

How does charity campaign strategy impact effectiveness?

- **The majority of charity campaigns are short term (up to three months) in duration, and this has changed little throughout the pandemic.** While charities are more effective than average at driving a short-term response, it is long-term campaigns that generate the most effects overall. With only 8% of charity campaigns running in the long term (i.e., for over a year), charities should consider redressing the balance.
- **The proportion of charity campaigns with a dual response and brand objective has doubled during the pandemic.** Campaigns with a dual objective are more effective than those with a singular response or brand objective, but with dual-objective campaigns still in the minority (28%), a greater shift in thinking is required to address the decline in charity campaign impact.
- **Charity campaigns with a sole retention-based target are a lot less effective than those with some sort of acquisition-based target audience.** There are only so many additional donations than can be expected from existing donors already invested in a cause. Exploring new audiences and targeting the entire addressable market is a cornerstone of how brands grow.

How does media channel selection influence charity campaign effectiveness?

- **A multi-channel approach matters.** Two-thirds of charity campaigns run across multiple channels. Campaigns that employ three or more channels are more effective at generating brand, response and business effects than those running with one or two different media. A well-integrated multi-channel campaign must be considered when looking to arrest the decline in charity campaign impact.

- **Ad mail is the most effective channel at driving immediate response for charities.** In a sector where short term charitable appeals can be triggered by changing global events, it is vital to understand which channels are best at generating the donations vital for achieving campaign success.
- **TV is the best all-rounder for charities.** Whilst TV and digital display are also effective channels in driving immediate response, TV also drives an above-average response and above-average brand effects. If planners are to give more consideration to campaigns with dual brand and response objectives, then TV becomes a vital component of campaign planning.

/ Approach and Definitions

The Intelligent Marketing Databank is built on the back of data covering 1,057 DMA Awards entries, 138 of which are charity campaigns. 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., conversions, acquisitions, sales, bookings, footfall, 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. They are distinct from response effects in that they typically point toward the long-term sustainability of a business (e.g., profit, market share growth, customer penetration, loyalty and shareholder value)
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 currently measuring campaigns.

Example Effectiveness Metrics

BUSINESS EFFECTS	BRAND EFFECTS	RESPONSE EFFECTS	CAMPAIGN DELIVERY EFFECTS
<ul style="list-style-type: none"> • Profit • Sales • Market Share • Penetration • Loyalty • Price sensitivity 	<ul style="list-style-type: none"> • Awareness • Consideration • Brand Perceptions • Purchase Intent 	<ul style="list-style-type: none"> • Conversions • Leads • Acquisitions • Bookings • Footfall 	<ul style="list-style-type: none"> • Reach • Frequency • Impressions • Clicks • Social engagements

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:

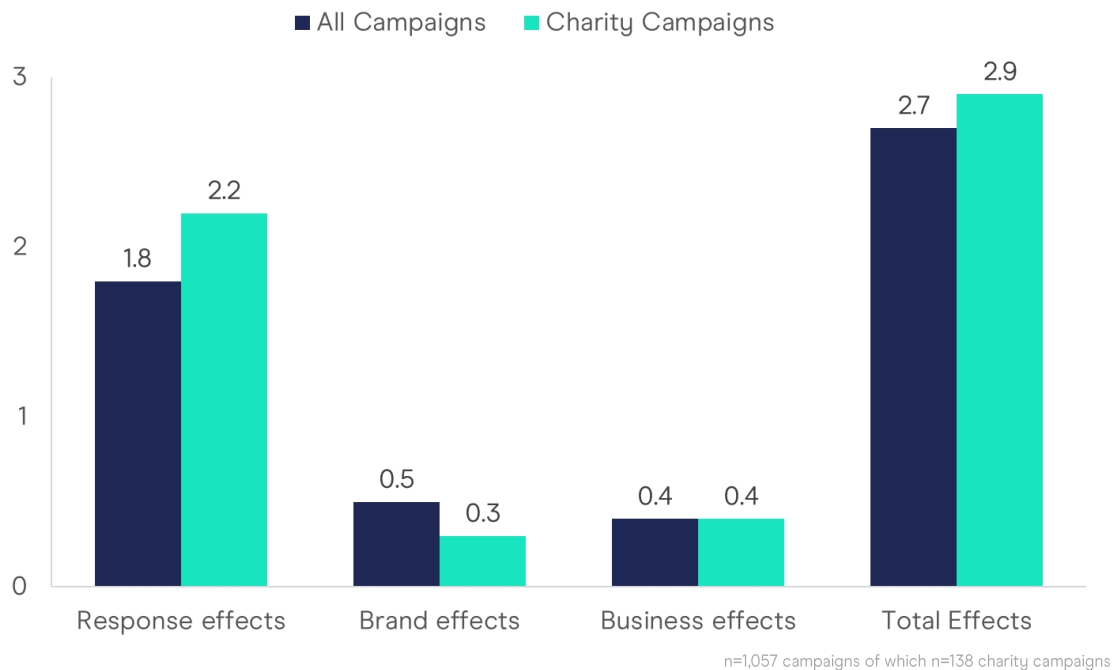
**TOTAL NUMBER OF EFFECTS = AVERAGE NUMBER OF BRAND
EFFECTS + AVERAGE NUMBER OF RESPONSE EFFECTS +
AVERAGE NUMBER OF BUSINESS EFFECTS**

/ How Has Charity Marketing Effectiveness Evolved Over the Last Half Decade?

While charitable organisations might appear intrinsically uncommercial in their not-for-profit nature, there is nothing uncommercial in their approach to marketing effectiveness. In fact, the average charity campaign generates 2.9 effects per campaign, making the sector more proficient at generating marketing-based outcomes than the cross-sector average. This above-average effectiveness position is fundamentally driven by charities' ability to drive short-term response effects: the types of effects that performance marketing campaigns are tasked with and that in this sector typically relate to donations and sign-ups all achieved at the lowest Cost Per Acquisition.

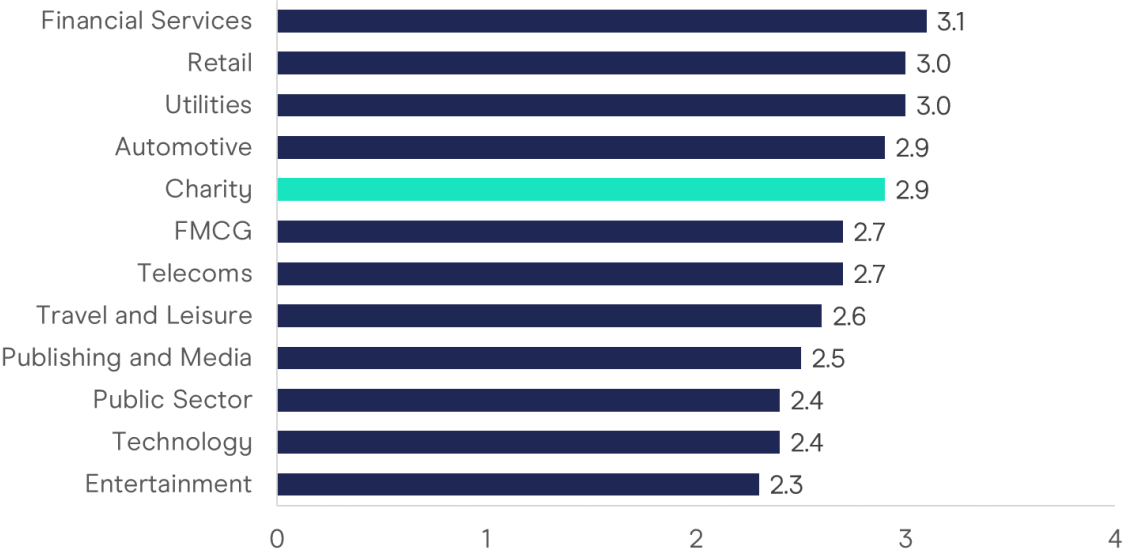
However, charities are marginally less effective than average at generating brand effects (e.g., effects like brand awareness, consideration and donation intent). These are the types of campaigns that intend to change how consumers think and feel about organisations in a bid to stimulate future response. Deep-rooted perceptions about brands are not easy things to shift, but as covered later in this report, they can provide a vital effectiveness boost to marketing activity.

Average Number of Effects per Campaign



This above-average performance from charity brands puts them at fifth place in the overall sector effectiveness rankings: behind the financial, retail, utility and automotive sectors but ahead of the majority. 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.

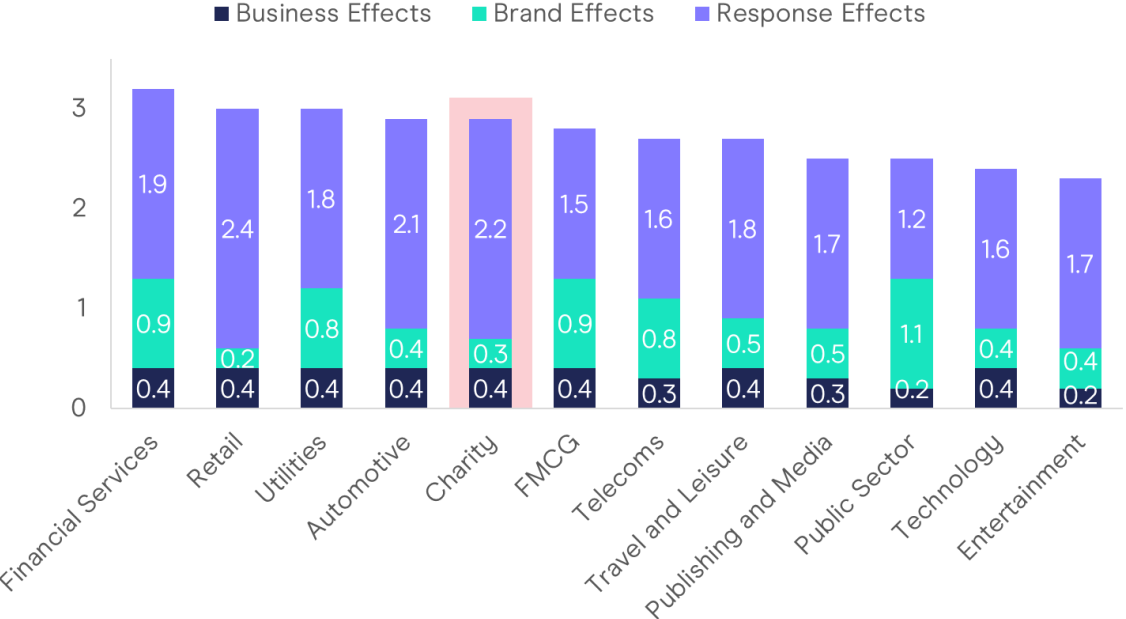
Total Number of Effects by Sector



The overall picture of effectiveness does however mask the underlying tensions between generating brand and response effects with charity marketing communications. While charities are the second most effective sector at generating direct response (behind only retail), they come second bottom for generating brand effects. The combined effects of a well-balanced approach to response goals and brand building should not be lost on the charity sector and will be the key to longer-term marketing impact.

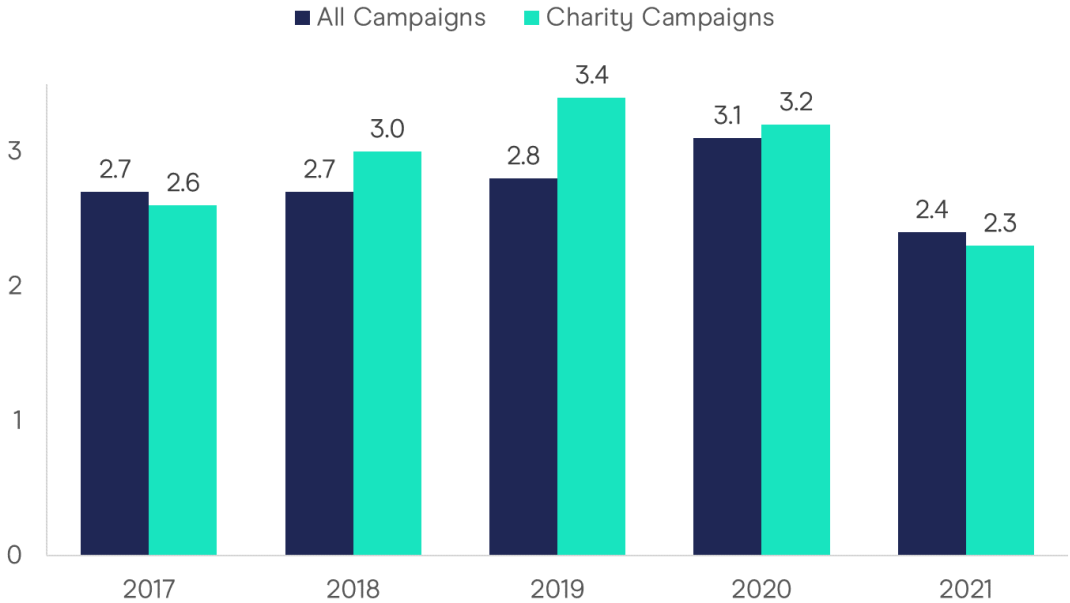
That said, it is positive that charity marketers are broadly as adept at reporting on business effects as the average campaign. Business effects are the types of metrics that will resonate in the boardroom and are vital for demonstrating the value that the marketing discipline can bring to organisational growth.

Average Number of Response, Brand and Business Effects by Sector



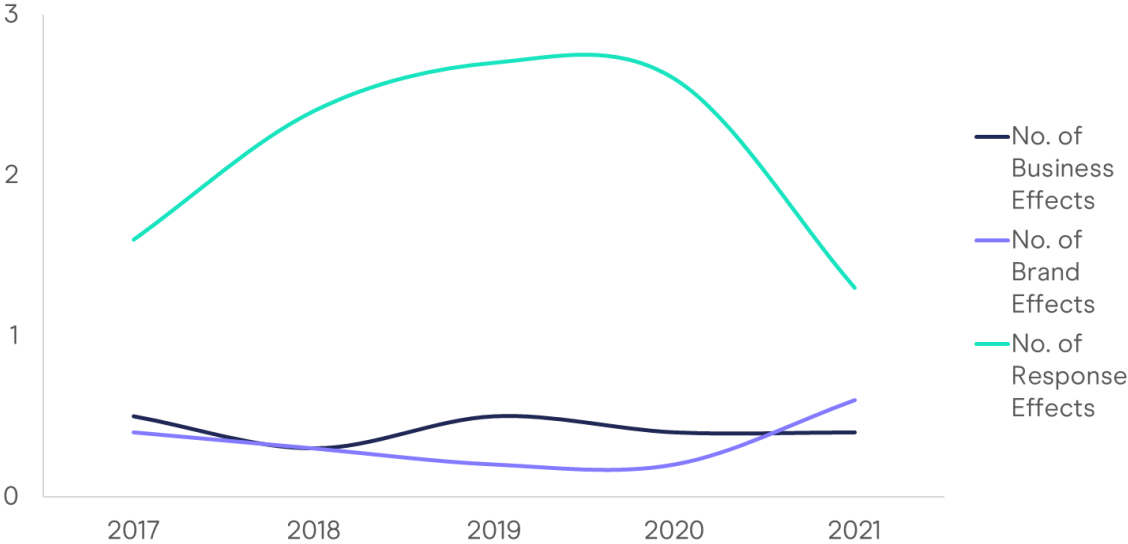
Despite the fact that charity campaigns largely outperform the all-sector average, where they are in line with the rest of the market is their declining impact over the past two years. While effectiveness dipped in the early pandemic phase (i.e., 2020), charities still outperformed the all-sector average. In the late pandemic phase (i.e., 2021), the number of effects generated per charity campaign declined 28% to a point where they now underperform compared to the market average.

Total Number of Effects per Campaign



While it has been established that charity marketers are adept at hitting response-based KPIs, it is actually a decline in response effectiveness that has prompted the overall effectiveness decline in 2021. The average number of response effects halved from 2.6 per campaign in 2020 to 1.3 in 2021. In fact, brand effects increased marginally, but this was not enough to offset the overall decline.

Average Charity Campaign Effects Over Time (Number of effects)



The Spring lockdown of 2020 caused many traditional revenue streams for charities to dry up entirely. On-street and in-store donations were wiped out, charity shops closed their doors and fundraising events from the London Marathon to smaller localised events were cancelled or postponed. The resulting challenges galvanised charities into action and through a series of highly effective campaigns that maximised the potential of traditional direct response channels (e.g., direct mail and email – more of which will be covered later in this report), the nation actually proved to be more responsive to charity advertising.

A year later, however, and response has tailed off. The marginal returns of retaining the same targeting strategies year on year have diminished at the same time that consumer household budgets are under more pressure from the rising cost of living. The following section will explore how charity effectiveness is influenced by the overall blend of strategies available to charity marketers.

Key Implications

1. Charity campaigns are above average performers, generating more effects than the average campaign. Typically, this is driven by their ability to drive more immediate direct response effects, rather than brand effects where they tend to underperform against the average.
2. Charity marketers are second only to the retail sector in generating campaign response, although when it comes to their ability to generate brand effects, they are much lower down the sector rankings.
3. Charity campaign effectiveness has been declining over time, peaking at 3.4 effects per campaign in 2019 and dropping to 2.3 effects by 2021. Declining response effectiveness in a challenging market where households budgets are under more pressure than ever has inevitably played its part.

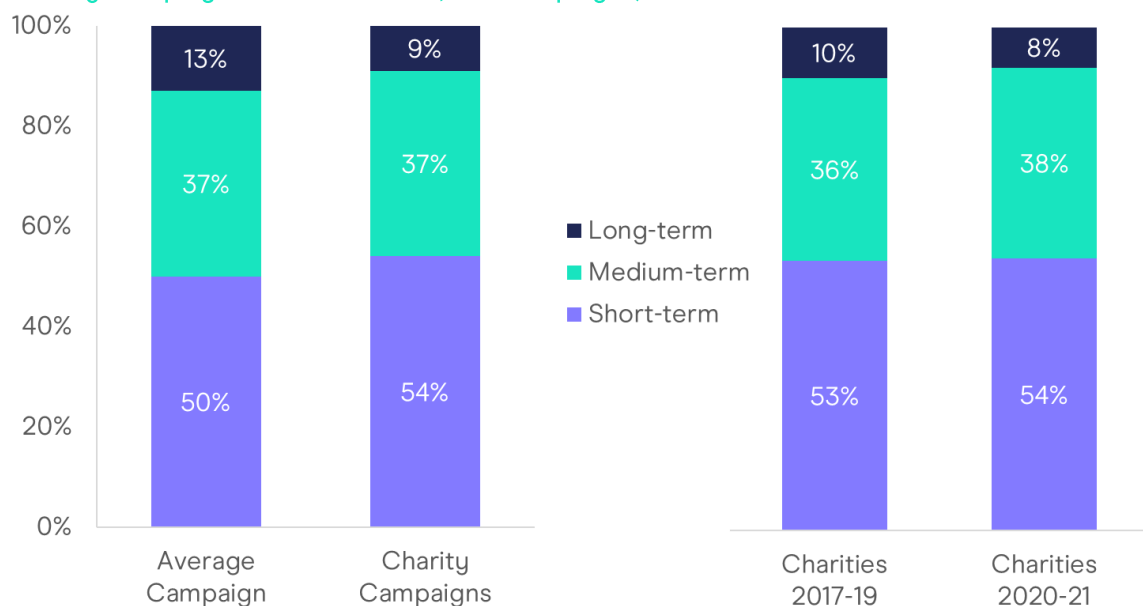
/ How Does Charity Campaign Strategy Impact Effectiveness?

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

Campaign Duration

Charity campaigns are marginally more likely than average to be focused on the short-term (i.e., up to three months in duration), with the majority (54%) run in this way. Just over a third (37%) of charity campaigns run in a medium-term timeframe (four to twelve months in duration), while 9% run for a year or longer. This short-term approach to campaign planning in the charity sector has remained relatively consistent pre- and post-pandemic.

Charity Campaign Duration Profile (% of campaigns)



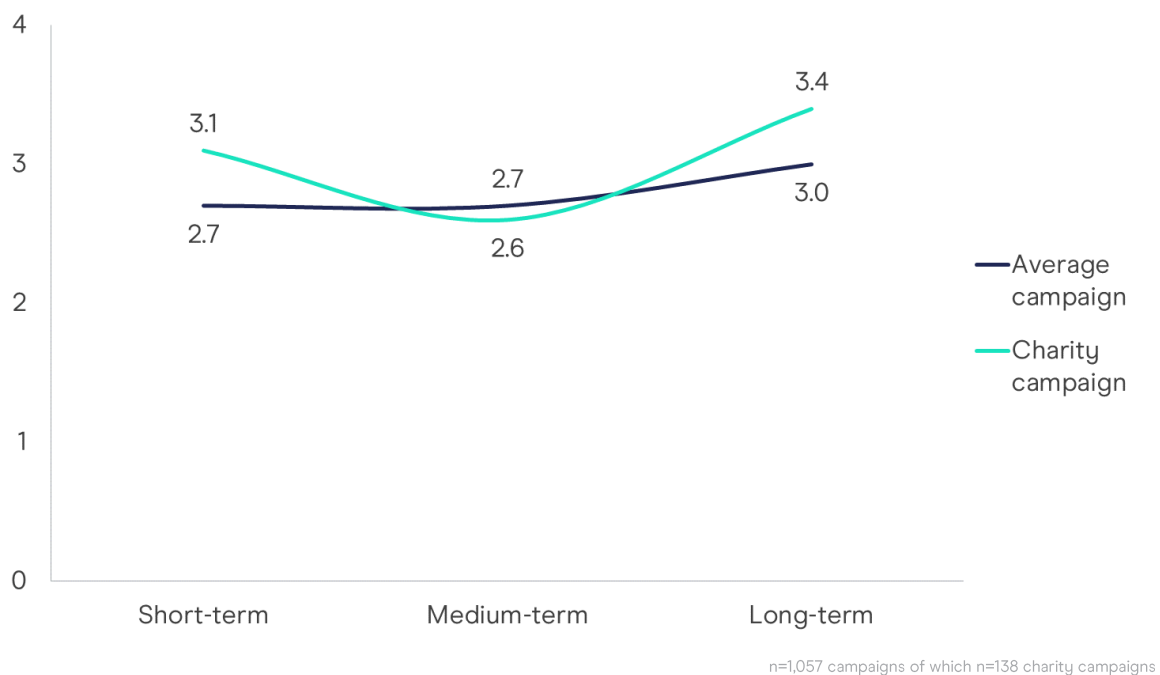
n=1,057 campaigns of which n=138 charity campaigns

Over the past decade, the marketing industry has been typified by a march to short-termism. Focusing on achieving quarterly targets as efficiently as possible with decreasing amounts of attention paid to long-term business outcomes and ensuring the long-term success of an organisation has become all too commonplace. The challenges and pressures that charities face, however, often necessitate a primarily short-term approach to marketing success. Specific charitable appeals that respond to changing world events demand an immediacy of response that many other advertising sectors do not face.

It is for this reason that charities tend to be more effective than the average campaign at driving a response – typically generating 3.1 effects per short-term campaign vs the cross-sector average of 2.7.

Although charities are less likely than average to focus on long-term campaigns, when they do aim for over a year in duration, they are again more effective than the average campaign. In fact, long-term campaigns are more effective than short-term campaigns overall, and while they inevitably represent a greater investment, there is evidence from the Intelligent Marketing Databank of the potential rewards of a long-term approach.

Charity Campaign Effectiveness by Duration (Total number of effects)



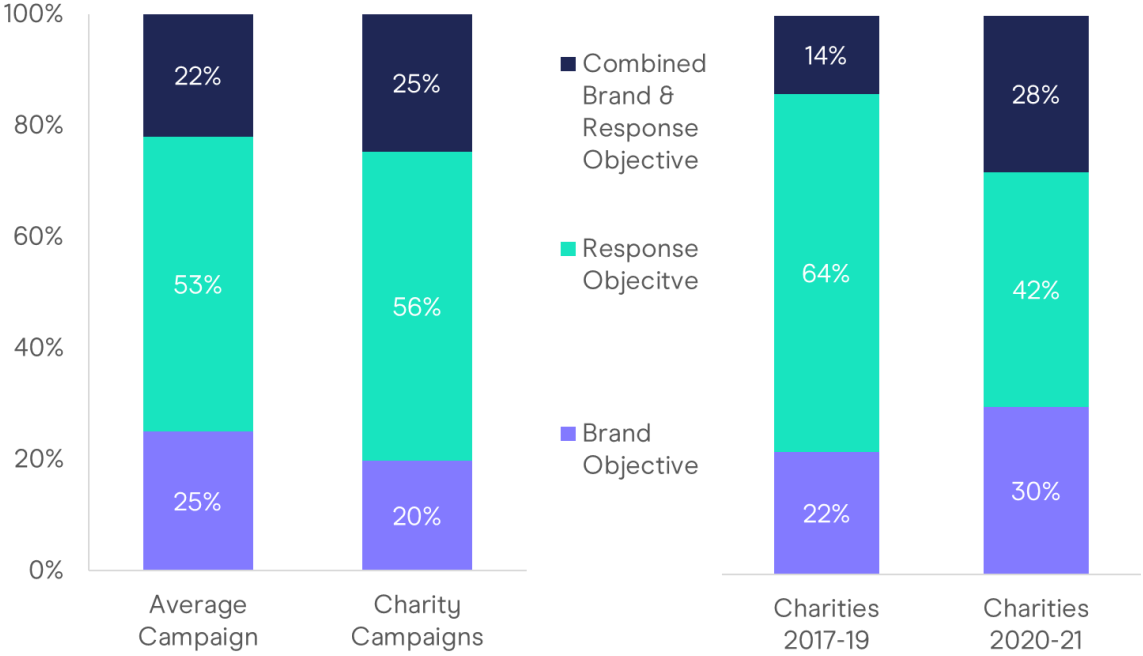
Direct Response vs Brand Campaigns

In line with the appeal-based immediacy often required from charity marketing, the majority of charity campaigns (56%) have a pure direct response objective, 20% have a brand objective, and a quarter have a dual brand vs response objective. Perhaps surprisingly, given the overall marketing industry’s move to short-termism throughout the pandemic, the proportion of charity campaigns focused on pure direct response has declined pre- and post-pandemic (from 64% to 42%) and the proportion focused on a combination of direct response and brand building has doubled from 14% to 28%.

While there are various explanations for this trend, the most likely candidates are that:

- With marketing budgets under more pressure than ever during the pandemic, efficiency of spend was of paramount importance. Aiming to achieve dual objectives of boosting donations while shifting the dial on long term brand awareness and consideration metrics is one such way in which efficiencies can be achieved.
- Charities and agencies entering awards would have been keen to ensure maximum chance of success, again making their limited budgets stretch further than ever. Arguably some element of brand objective might lend itself to higher stand out through greater creativity and innovation than a pure donation-driving campaign.

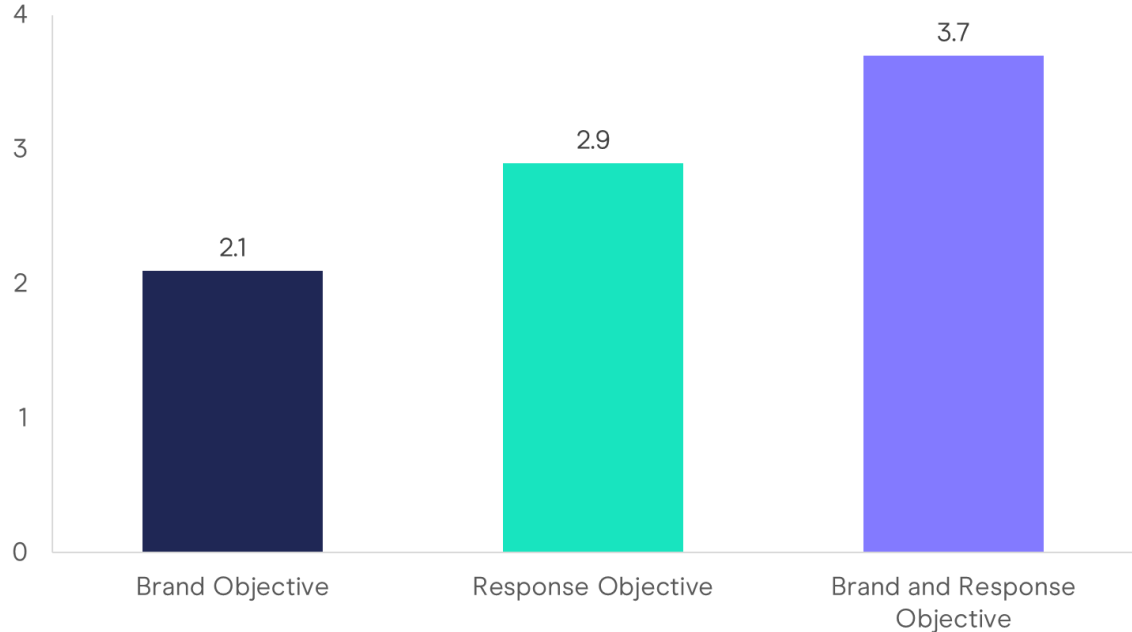
Charity Campaign Brand vs Direct Response Profile (% campaigns)



n=1,057 campaigns of which n=138 charity campaigns

A further explanation can also be found when judging the effectiveness of each strategy. The benefits of a balanced approach to short-term response-based marketing and longer-term brand building have been widely acknowledged ever since Peter Field and Les Binet first published *The Long and Short of It* nearly twenty years ago. The combined effects of a dual focus are also very much apparent in the Intelligent Marketing Databank, with charity campaigns that have a dual brand and response objective generating 28% more effects than those with a sole response objective and 76% more effects than those with a brand objective.

Charity Campaign Effectiveness by Objective (Total number of effects)

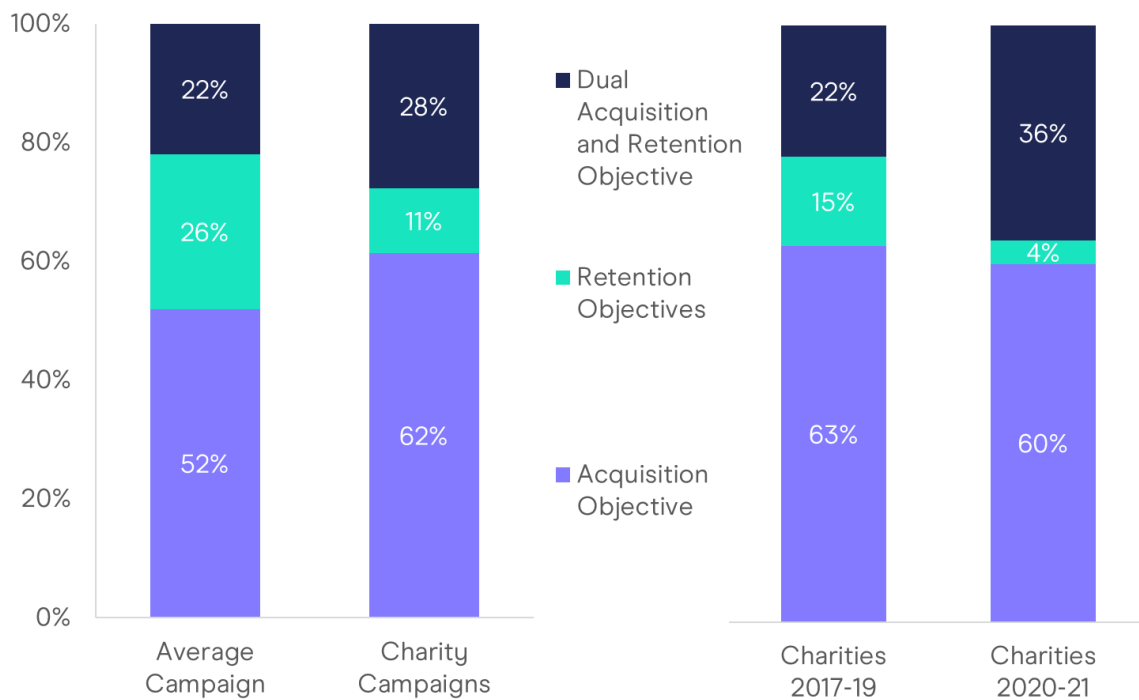


While charity campaigns with a dual brand and response objective only represented 14% of the charity campaign total during the pandemic, their greater effectiveness was not enough to offset the overall decline in response noted from the rest of the market. A shift towards combined brand building and response from a minority of the market at least reflects an attempt to address the issue of declining response in the late pandemic phase and is a sign that some charity marketers are willing to innovate even while budgets are under constraint.

Retention vs Acquisition

Charity campaigns are far more likely than the average campaign to have a pure acquisition-based objective, with 62% solely focused on acquiring new donors (vs 52%). While this figure has changed little in the pandemic era, what is notable is the increase in the proportion of campaigns with a dual retention and acquisition focus: for example, campaigns that are targeting as broad a target market as possible, such as those people who are current donors alongside potential new donors.

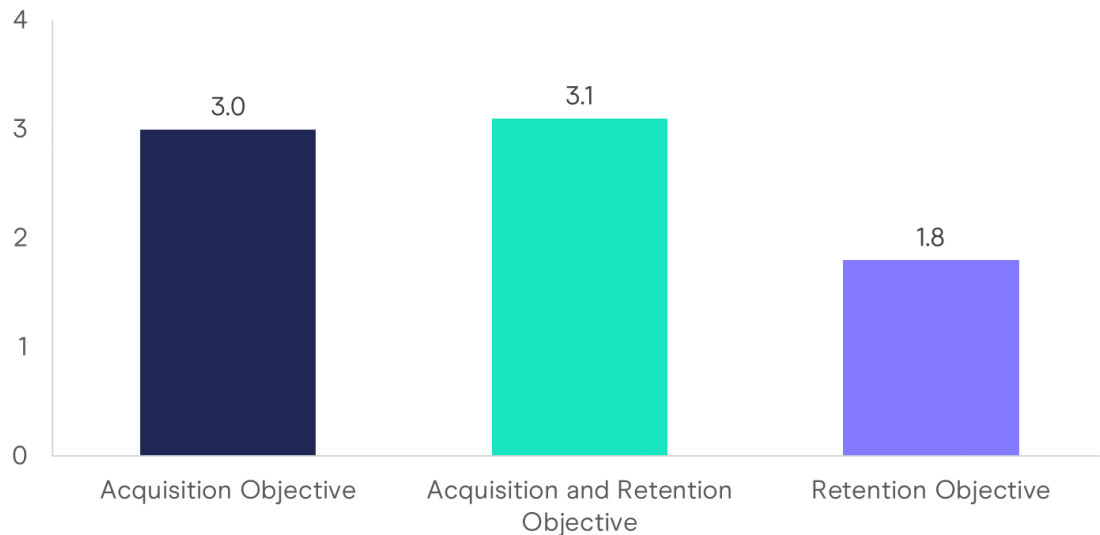
Charity Campaign Targeting Profile (% of campaigns)



n=1,057 campaigns of which n=138 charity campaigns

Again, as charities look to boost overall response rates in an increasingly challenging market, it has become clear why charities are moving away from retention-only marketing. Campaigns with a retention-only objective tend to drive 40% fewer effects than those focused purely on acquisition. Clearly, there is only so much more you can expect existing donors to do when it comes to campaign response, especially in challenging economic times. Campaigns with a dual-target focus tend to be marginally more effective than those with a solely acquisition-based focus. Addressing the entire target market maximises the chance for campaign success.

Charity Campaign Effectiveness by Objective (Total number of effects)



Key Implications

1. The majority of charity campaigns are short term (up to three months) in duration, and this has changed little throughout the pandemic. While charities are more effective than average at driving a short-term response, it is long-term term campaigns that generate the most effects overall. With only 8% of charity campaigns running in the long term (i.e., for over a year), charities should consider redressing the balance.
2. The proportion of charity campaigns with a dual response and brand objective has doubled during the pandemic. Campaigns with a dual objective are more effective than those with a singular response or brand objective, but with dual-objective campaigns still in the minority (28%), a greater shift in thinking is required to address the decline in charity campaign impact.
3. Charity campaigns with a sole retention-based target are a lot less effective than those with some sort of acquisition-based target audience. There are only so many additional donations that can be expected from existing customers already invested in a cause. Exploring new audiences and targeting the entire addressable market is a cornerstone of how brands grow.

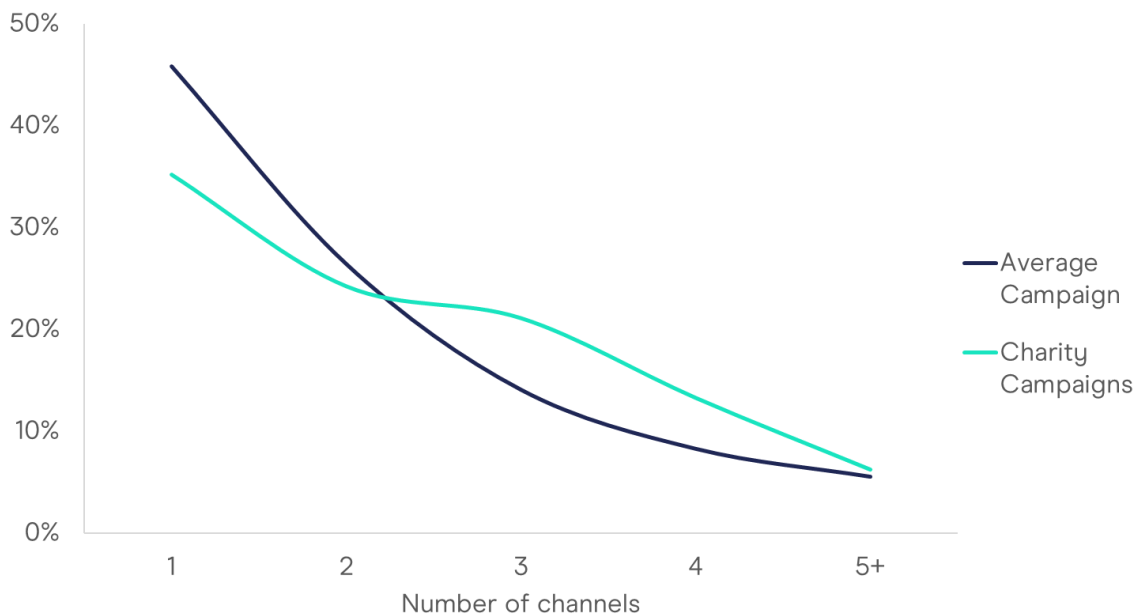
/ How Does Media Channel Selection Influence Charity Campaign Effectiveness?

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 IMDB 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 campaign planning phase.

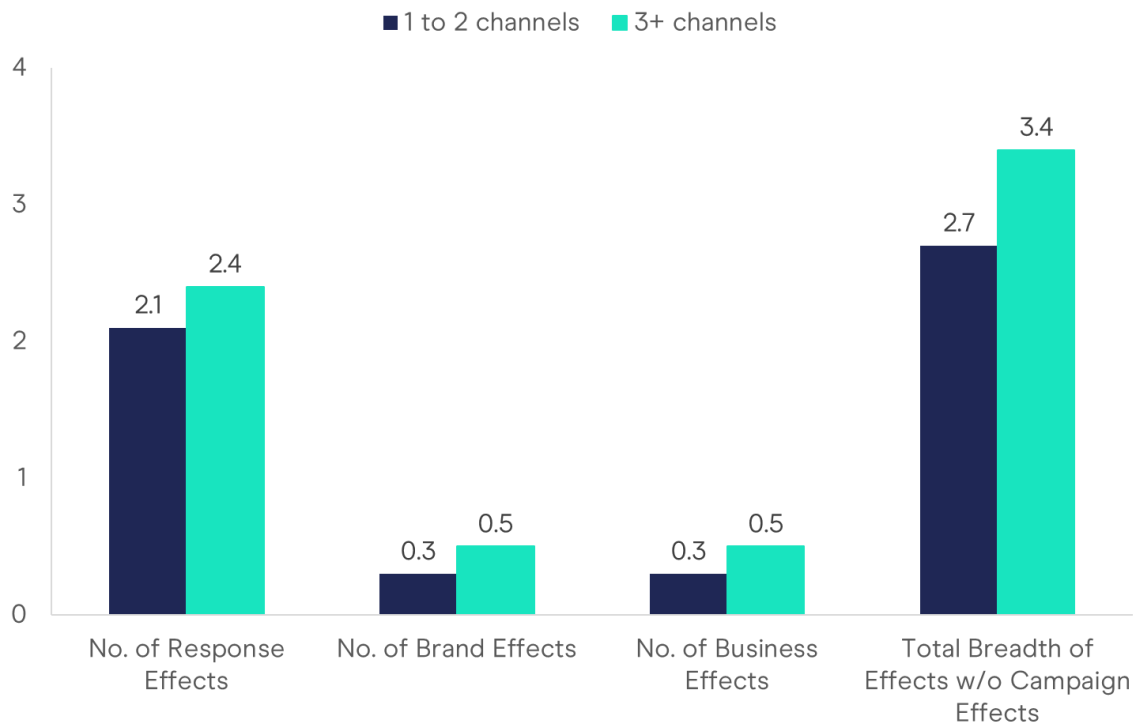
Number of Channels Employed by Charity Campaigns



A multi-channel approach clearly matters for charity campaigns. Campaigns that employ three or more channels on the media plan tend to drive 3.4 effects on average, vs 2.7 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)



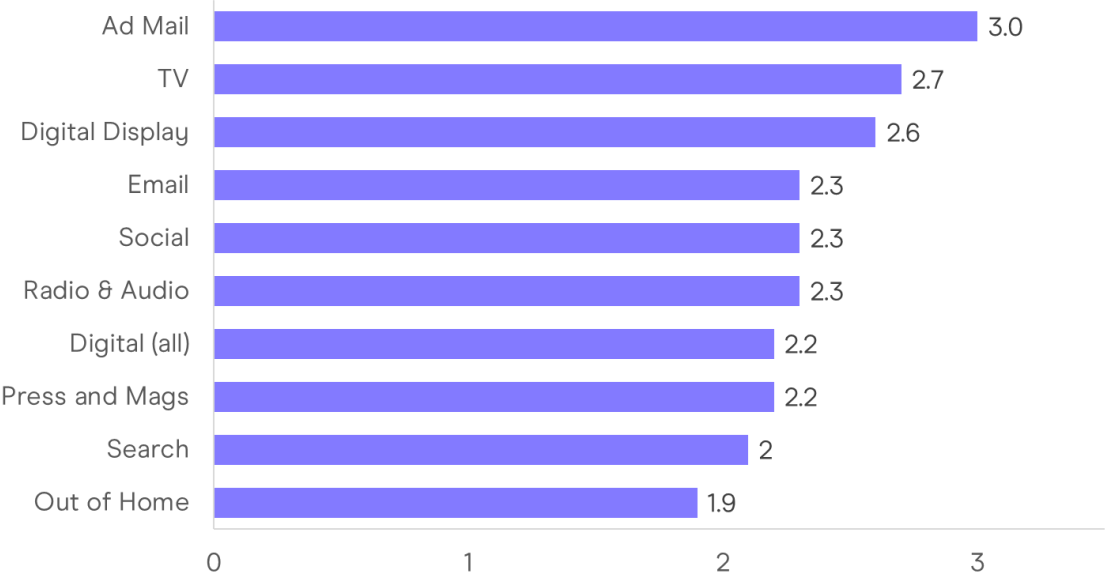
With response campaigns, the all-sector average suggests that increased channel usage doesn't always improve response. Charity campaigns appear to buck this trend, however. The increased likelihood of charity campaigns to go in search of new acquisitions rather than existing donors plays into the multi-channel 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, TV or digital display. Campaigns including some form of ad mail (i.e., direct mail or door drops) generate 3.0 response effects on average, TV 2.7 effects and digital display 2.6 effects.

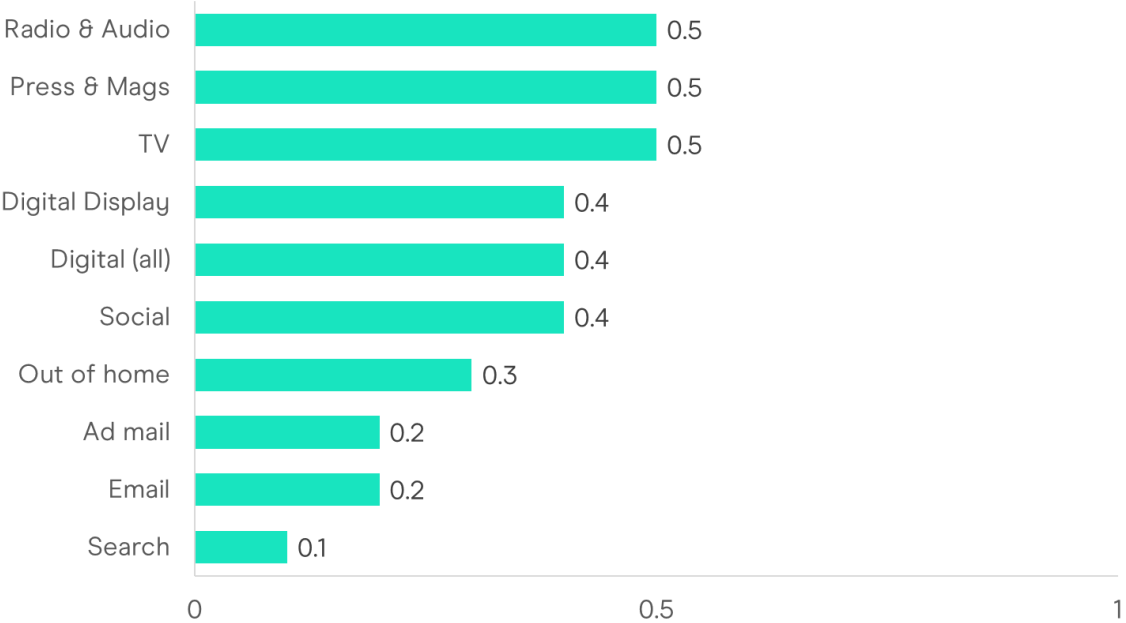
Each of these top three channels has its own strengths in the media mix. The highly targetable nature of ad mail in a privacy-compliant way in an age when digital ad targeting is coming under more scrutiny than ever naturally lends itself to selection on charity media plans. TV spots running at times 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. 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



When looking at the channels that are optimum for building charity brand effects such as awareness, consideration and longer-term donation intent, the top response driving channels tend to slip down the rankings. Instead, more traditional above-the-line channels come to the fore, with campaigns that include radio & audio, press & magazines or TV the most effective at brand building.

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

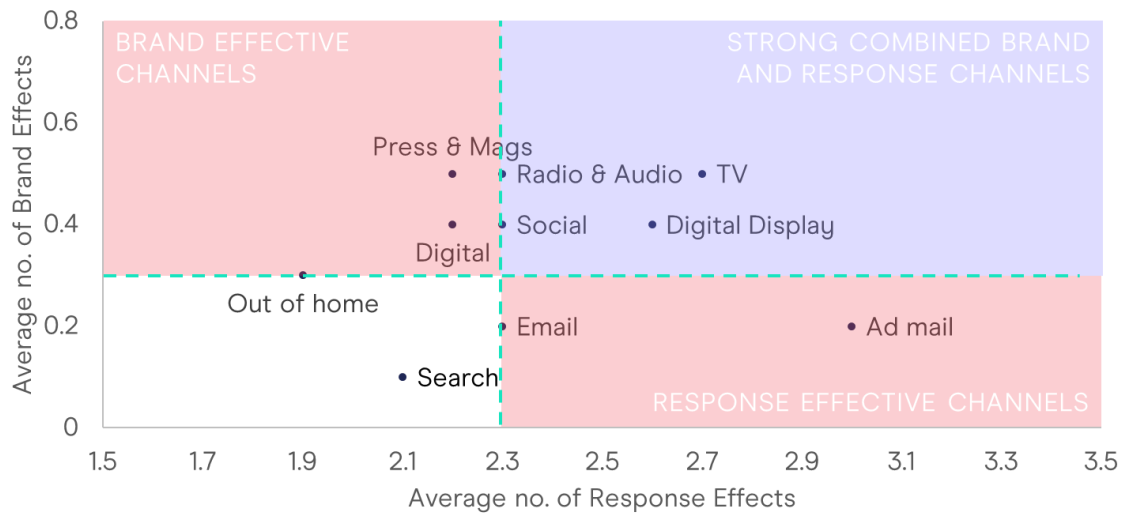


The chart below provides a perspective on which media channels are above average performers at driving response and brand effects, with those channels that appear in the top

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, social and radio & audio could 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.

Charity Response Effects vs Brand Effects by Media Channel



Key Implications

1. A multi-channel approach matters. Two-thirds of charity campaigns run across multiple channels. Campaigns that employ three or more channels are more effective at generating brand, response and business effects than those running with one or two different media. A well-integrated multi-channel campaign must be considered when looking to arrest the decline in charity campaign impact.
2. Ad mail is the most effective channel at driving immediate response for charities. In a sector where short-term charitable appeals can be triggered by changing global events, it is vital to understand which channels are best at generating the donations vital for achieving campaign success. TV and digital display are also effective channels in this regard.
3. TV is the best all-rounder for charities. It is a channel that drives above-average response and above-average brand effects. If planners are to give more consideration to campaigns with dual brand and response objectives, then TV becomes a vital component of campaign planning.

/ Methodology

Over one thousand entries to the DMA Awards have been condensed into a database of 852 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 REaD Group

REaD Group 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, REaD Group'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.readgroup.co.uk

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