Not everything that counts, can be measured.

Not everything that can be measured, counts
Not everything that counts, can be measured.

Not everything that can be measured, counts.
iamdanw / made / CharityShock

Give Tom an electric shock for every £1 you donate to charity

---

About CharityShock

CharityShock is the modern equivalent of the village fête dunking booth. Users donate money to charity online through JustGiving and in exchange they get to press a button to give the person seen on the live webcam stream a minor electric shock.
A real person

“I saw the ad on TV…

…then I got a phone call…”

…so I went on-line and sponsored a child”
The end of the source code?
“50% of my marketing spend is wasted. I just don’t know which 50%!"

Lord Leverhulme: Founder Lever Brothers
Not everything that counts can be measured...

...not everything that can be measured, counts

The world is changing. So must you!

The Relevance of New Measurability

5 rules
The world is changing. So must you!
Our supporters are changing

The valley of death

Donors → Supporters
Give → Join
Acquire → Engage
Me → Us

goodagency
What influences consumer decisions?

Trust & Word of mouth
They want ‘experiences’

Source:
The Progression of Economic Value
The Experience Economy: Pine II and Gilmore, 1999
Beyond Transaction to Connection, through Involvement and Memorable Experiences

Transactions

Experiences

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And their needs of us are changing
Impact of recession

Acquisition - what’s working?

Greater emphasis on retention

2 stage

Products

Engage

Convert

Retain

Brand story, experience and products

Media Spend - Charity Sector

Year

2005 2006 2007 2008 2009

Spend

£0 £50,000,000 £100,000,000 £150,000,000 £200,000,000 £250,000,000 £300,000,000 £350,000,000 £400,000,000

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Good news. And bad!
But we're responding – 2 stage acquisition
But we’re responding – integrated asks

Vision
Engagement
Fundraising

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Be the FULL STOP

Save the Children

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But we’re responding – campaigning
But we’re responding – engagement
But we’re responding – complex supporter journeys
But we’re responding
So what does this mean for you?

More

• More to measure
• More complex supporter relationship
• More complex supporter decision making
• More action types
• More channels to track
• More actions that can’t be measured
• More analysis required
So what does this mean for you?
And this is the easy stuff!

- You are in control of
  - Channel
  - Message
  - Ask
  - Response mechanism

- You can set up:
  - Response handling
  - Source codes
  - KPIs
  - Analysis methodology
<table>
<thead>
<tr>
<th>Counts</th>
<th>Measurable</th>
<th>Not measurable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counts</td>
<td>🧐😊.show()</td>
<td>🧐ตราบедь()</td>
</tr>
<tr>
<td>Doesn’t Count</td>
<td>🧐💤.show()</td>
<td>🧐(Sender) 🤨</td>
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</tbody>
</table>
The Relevance of New Measurability

“Sociability”

Sentiment

Interaction

Check-Ins
Measurable

Not measurable

Counts

Doesn't Count

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“Sociability”
### Social %

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Social %</th>
<th>Clicks</th>
<th>CTR (%)</th>
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<tbody>
<tr>
<td>5,249,948</td>
<td>7.1%</td>
<td>1,613</td>
<td>0.031%</td>
</tr>
<tr>
<td>3,717,600</td>
<td>4.1%</td>
<td>1,257</td>
<td>0.034%</td>
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</table>

Percentage that were social?
<table>
<thead>
<tr>
<th>CTR</th>
<th>Social CTR</th>
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</thead>
<tbody>
<tr>
<td>0.043%</td>
<td>0.055%</td>
</tr>
<tr>
<td>0.028%</td>
<td>0.083%</td>
</tr>
<tr>
<td>0.024%</td>
<td>0.057%</td>
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<td>0.030%</td>
<td>0.044%</td>
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<td>0.048%</td>
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<td>0.040%</td>
<td>0.045%</td>
</tr>
<tr>
<td>0.037%</td>
<td>0.045%</td>
</tr>
<tr>
<td>0.028%</td>
<td>0.036%</td>
</tr>
</tbody>
</table>

Didn’t like the joke or the friend?
Measurable

Counts

Shares
Views
‘Likes’
Posts
Discussions
‘Buzz’

Counts

Tweets
Facebook Shares
Re-Shares
Mentions
Ratings
Favourites
Followers
Bookmarks
Comments
Following
Shared-Launches
Favourites
Followers
Bookmarks
Comments
Following

Not measurable
Sentiment
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<tr>
<td></td>
<td>SOCIAL IMPACT</td>
<td>SOCIAL DATA ADDED</td>
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<tr>
<td>Doesn’t Count</td>
<td>SOCIAL REACH</td>
<td>SENTIMENT</td>
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</table>
Interaction
<table>
<thead>
<tr>
<th>Metric</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Time on page</td>
<td>The average time spent on a page by visitors.</td>
</tr>
<tr>
<td>Pages visited</td>
<td>The total number of pages a visitor visited on a website.</td>
</tr>
<tr>
<td>Hovers</td>
<td>The number of times a user hovers their mouse over a link or area on a page.</td>
</tr>
<tr>
<td>Downloads</td>
<td>The total number of downloads from a page or application.</td>
</tr>
<tr>
<td>Requests</td>
<td>The number of requests made to the server from the page.</td>
</tr>
<tr>
<td>Goals</td>
<td>The number of goals or objectives that were achieved.</td>
</tr>
<tr>
<td>CTR</td>
<td>The click-through rate, which is the percentage of clicks on an advertised link.</td>
</tr>
<tr>
<td>Clicks</td>
<td>The total number of clicks on links or buttons on a page.</td>
</tr>
<tr>
<td>Open rate</td>
<td>The percentage of emails opened.</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>The percentage of visitors who leave a page without visiting any other page on the site.</td>
</tr>
</tbody>
</table>
Measurable

Counts

SOCIAL IMPACT

INTERACTION

SOCIAL DATA ADDED

CTR

SOCIAL REACH

 Doesn’t Count

Not measurable

SENTIMENT
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Counts

Doesn't Count

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5 Rules
1. Remember the strategic objective

- Don’t change your objective once you see your results
- This might be:
  - New supporters
  - Raising net income
  - Creating word of mouth
  - Generating awareness
  - Number of hats knitted
2. The old rules still apply

• How much does it cost to bring in a new supporter? (CPA)
• How much are they worth? (Lifetime Value)
• How much does it engage a new person? (Cost per lead)
• How many of them give? (Conversion rate)
• How many supporters do you lose? (Attrition rate)
• How much income did you raise? (Net income)

Test everything

But please don’t get hung up on RoI!
3. Know the steps along the way

Source:
OMarketingFunnel.com
Relationship Fundraising, Ken Burnett
4. Measure the individual

The more information you hold on the individual, the more you can understand the impact on different communications / interactions / engagements on what really matters – their value.
5. Some things you can’t measure, at least today

It doesn’t mean they’re not important
Thank you…

... and discussion

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