

Smarter Fundraising

The science behind communications

The Challenge

Market research by The Smith Family revealed the importance of aligning communication to the attitudinal segment of the target audience.

A small number on their database had been surveyed but the vast bulk had not. How could Precise Value help tag segments for their communication strategy without expensive surveying?

The Approach

By joining the existing surveys back to the CRM base, analysis uncovered the link to historical behaviour on the base.

A predictive model was then built to capture that relationship using advanced statistics. This was translated into SQL stored procedures and loaded into the CRM.

The model was run over the whole database, tagging likely segments to optimise the communications approach on a one-to-one basis.

The Outcomes

The key outcomes of this work were to:

- Identify segment propensity without costly surveying;
- Provide an inbuilt accuracy scorer to help set appropriate cut-offs;
- Enable targeted communications to be sent with known accuracy.

The Benefits

Our advanced analytics delivered several benefits to the client's business:

- Boosted response rates via targeted audience communication matched to individual preferences;
- Saved vast amounts of budget on intrusive surveying;
- Delivered a proof-of-concept for marketing and IT to see the value in good data assets;
- Paved the way for similarly valuable follow-on projects, such as Satisfaction prediction.

THE RESULT

Our work enabled the marketing team to be more effective and work smarter not harder.

An 8:1 return on project investment was achieved.

Ongoing response rates and value uplifts were also seen to exceed historical norms.

About Precise Value

Established in 1999, Precise Value specialises in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.