



dotdigital




5 tactics to increase donor engagement

Your guide to delighting donors



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The Dotdigital platform helps marketing teams deliver personalized, data-driven marketing campaigns and outstanding customer experiences across multiple touchpoints.

AGENDA



- 1. Getting to know your donors**
- 2. Tailoring the message**
- 3. Getting personal!**
- 4. Embracing automation**
- 5. Let AI do it for you**

Get to know your donors

1



Charity starts with data!

Because data is the best way to make friends

Who?

What?

How?

Who?

Your target audience:

Start small and don't ask for too much too soon. As you build trust over time, your customer data will increase

Existing customers:

As your relationship grows, you'll build a bigger picture of preferences and customers are willing to share more

What?

Contact details at first:

- Email
- Phone number
- Postal address

More personal over time:

- Birthday
- Occupation
- Salary
- Buying behaviors

How?

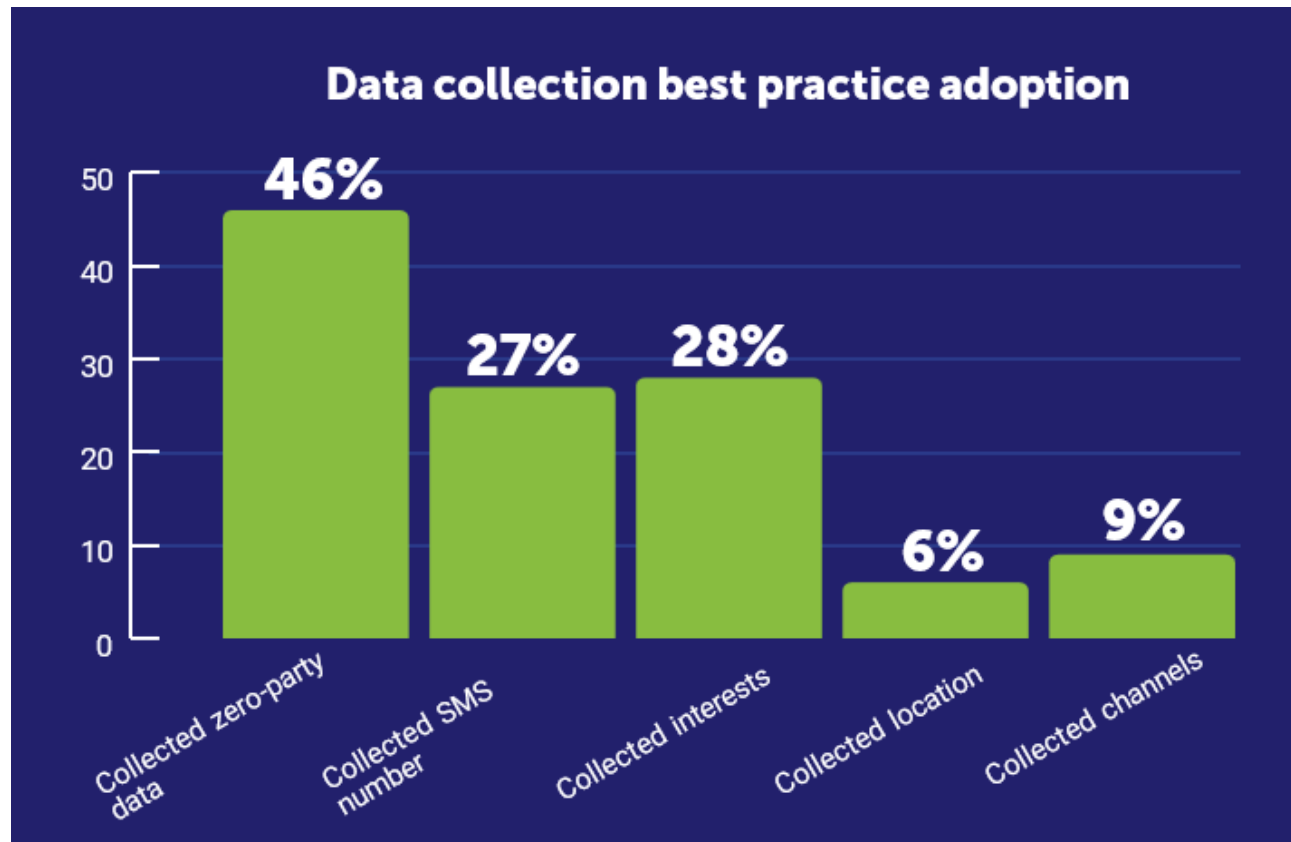
Multi-channel approach

- Webforms
- Paid social ads
- In-person
- Through sponsored content

Anywhere your customers already are

Smart data capture

- Essentials: first name, email, mobile, (company)
- Priority: date of birth, city, interests, channels, (role)
- Capture at subscription stage
- Offer incentives for additional data



Centralise your data

- One platform
- Integrations: CRM, ecommerce, loyalty, fundraising, ticketing...
- Single customer view



The illustration features a man in a yellow shirt looking at his smartphone. Surrounding him are several UI panels and integration icons:

- blackbaud Raiser's Edge NXT™** logo at the top.
- ORACLE NetSuite** logo on the right.
- Shopify** logo at the bottom left.
- Microsoft** logo at the bottom right.
- Mailchimp** logo on the right.
- HubSpot** logo on the right.
- Star icon** in a blue circle at the top right.
- Green star icon** in a white circle at the top right.

Two data panels are overlaid on the image:

Customer Profile Panel:

David Shaw Subscribed 20 February	
RFM persona	Champion
Engagement level	Highly engaged
Contact score	★★★★☆
Optimized send time	10:30am
Predicted CLV	\$5,600
Predicted next order date	27 May

Web visitor profile Panel:

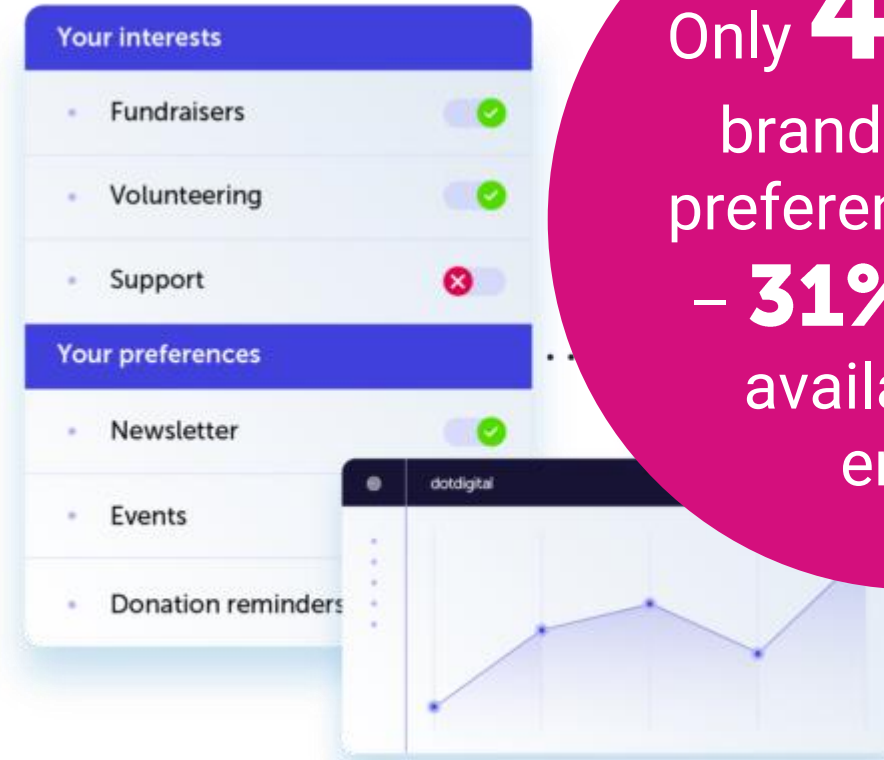
Data capture ▾

- Last seen
- Location
- Pages viewed
- Items viewed
- Email address
-



Take preferences seriously

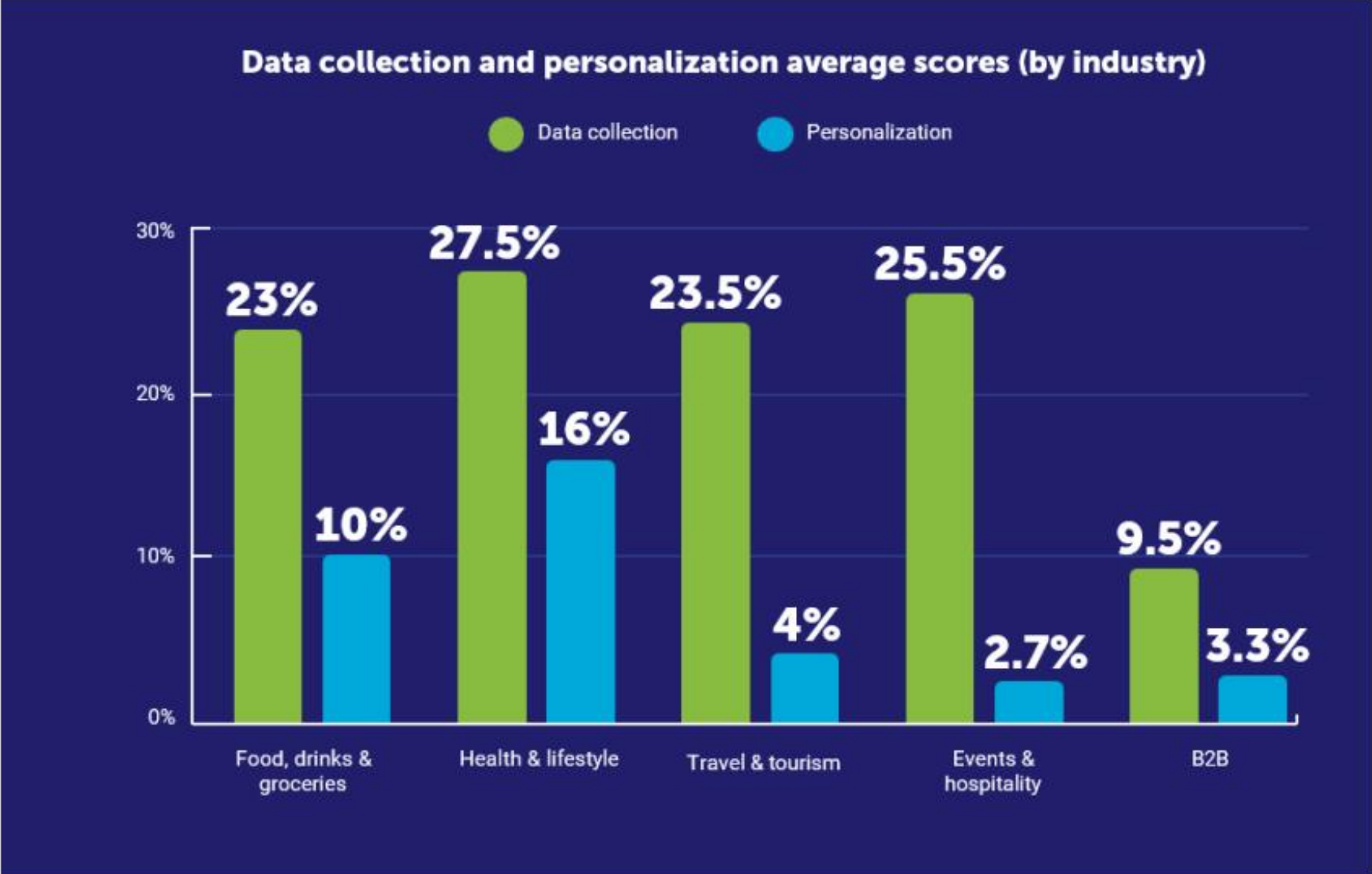
- Empowers users
- Content control – frequency, interests, content types, channel
- Better results



Only **40%** of brands have a preference centre – **31%** make it available via email



Use the data you've collected!



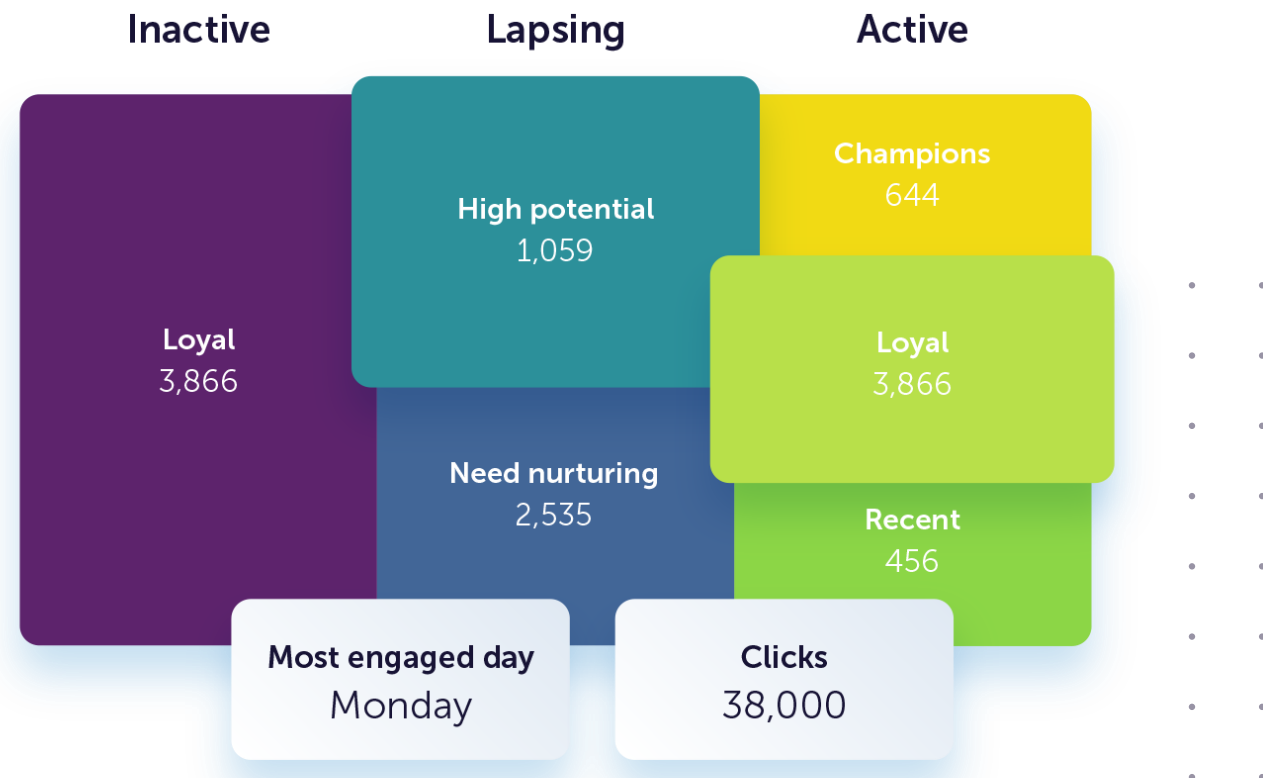
Tailoring the message

2



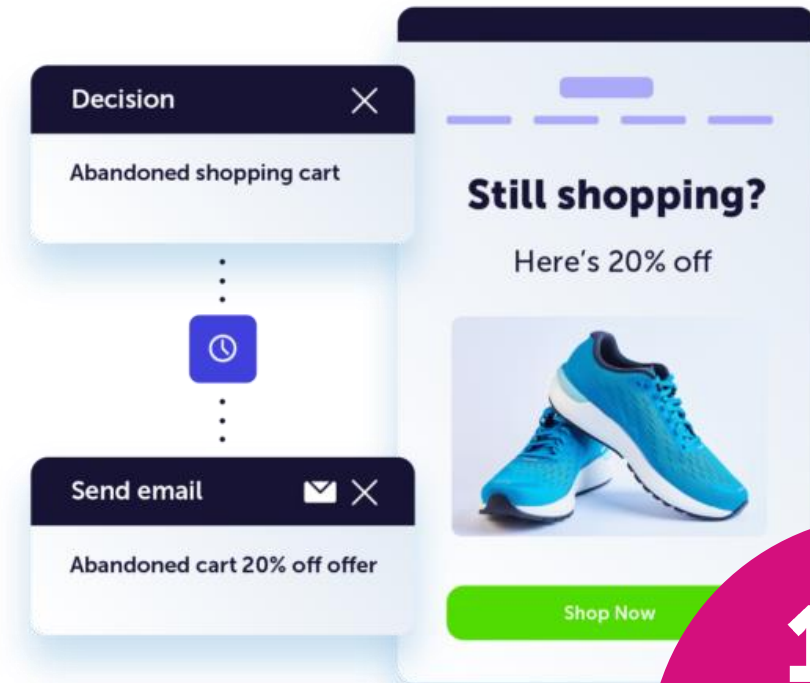
Segment carefully

- Use the data you've collected to power your segmentation
- An irrelevant message is irrelevant however much you personalise an email



Right place, right time

- **16% of emails are triggered** by an action. 84% are one-off sends.
- **35% of brands** don't send a welcome email.
- AI & send time optimisation can do the heavy lifting for you.



14%

global average
CTOR for
abandoned
cart emails



Segmentation benefits

**760% increase
in revenue**

Source: DMA

**7x engagement
over generic
comms**

How to personalize your marketing
by Dotdigital

**800% increase
in orders**

Dotdigital customer story

Royal Botanic Gardens, Kew

Growing revenue from small seeds

Tactics used

- Post visit automation campaign
- Geo-location segmentation
- Targeting loyal customers

5 key segments

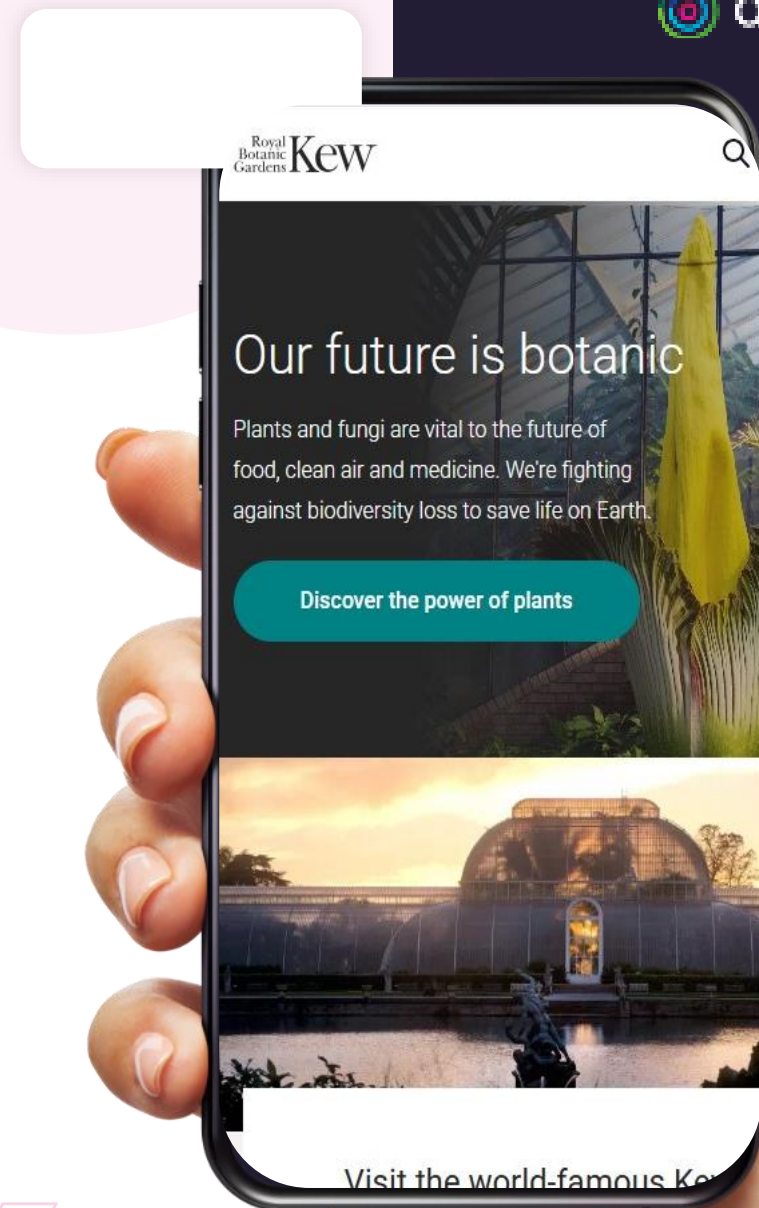
Local to Kew

London

South East

UK

International



CASE STUDY

Thank you for visiting Kew Gardens

We hope you enjoyed discovering the untold stories of our native plants and landscapes at Secret World of Plants, supported by Starling Bank. We hope to see you back in the Gardens again soon.



Enjoyed your visit to Kew Gardens?

If you want to pick up a souvenir or something extra to remind you of your visit, don't forget to take a look at our online shop.

Discover the perfect gift

Thank you for visiting Kew Gardens

We hope you enjoyed discovering the untold stories at Secret World of Plants, supported by Starling Bank. We hope to see you back in the Gardens again soon.



Kew Gardens: A Year in Bloom
Royal Botanic Gardens **Kew** 5

info@kew.org



Thank you for visiting Kew Gardens

We hope you enjoyed discovering the untold stories of our native plants and landscapes at Secret World of Plants, supported by Starling Bank. We hope to see you back in the Gardens again soon.



Christmas at **Kew**

Tickets now on sale

Book now

info@kew.org

020 8332 5655





1700%

increase in revenue

4000%

increase in
membership

62%

email
open rate

Segmentation

What do you start doing?

Using your customer lifecycle model. Or existing models like RFM or lead scoring to identify your most value contacts – send this group bespoke communications to drive more revenue.

Email engagement benchmarks



Global Benchmark Report 2025

Email, SMS, & marketing automation benchmark data.



EMEA

Email open rate	46.5%
Unique open rate	32.8%
Email CTR	3.6%
Unique CTR	1.4%
Click to open rate	7.6%
Unique click to open rate	4.3%

Personalization is
game-changing

3



Getting personal

Customer's expect personalization – it's not just a nice to have

71% of consumers expect personalized experiences from companies

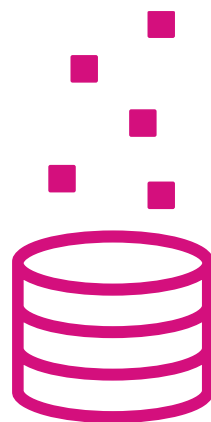
84% of consumers expect brands to deliver consistent personalization across all channels

75% of consumers are more likely to purchase from brands that deliver personalized experiences

37% spend more with those brands

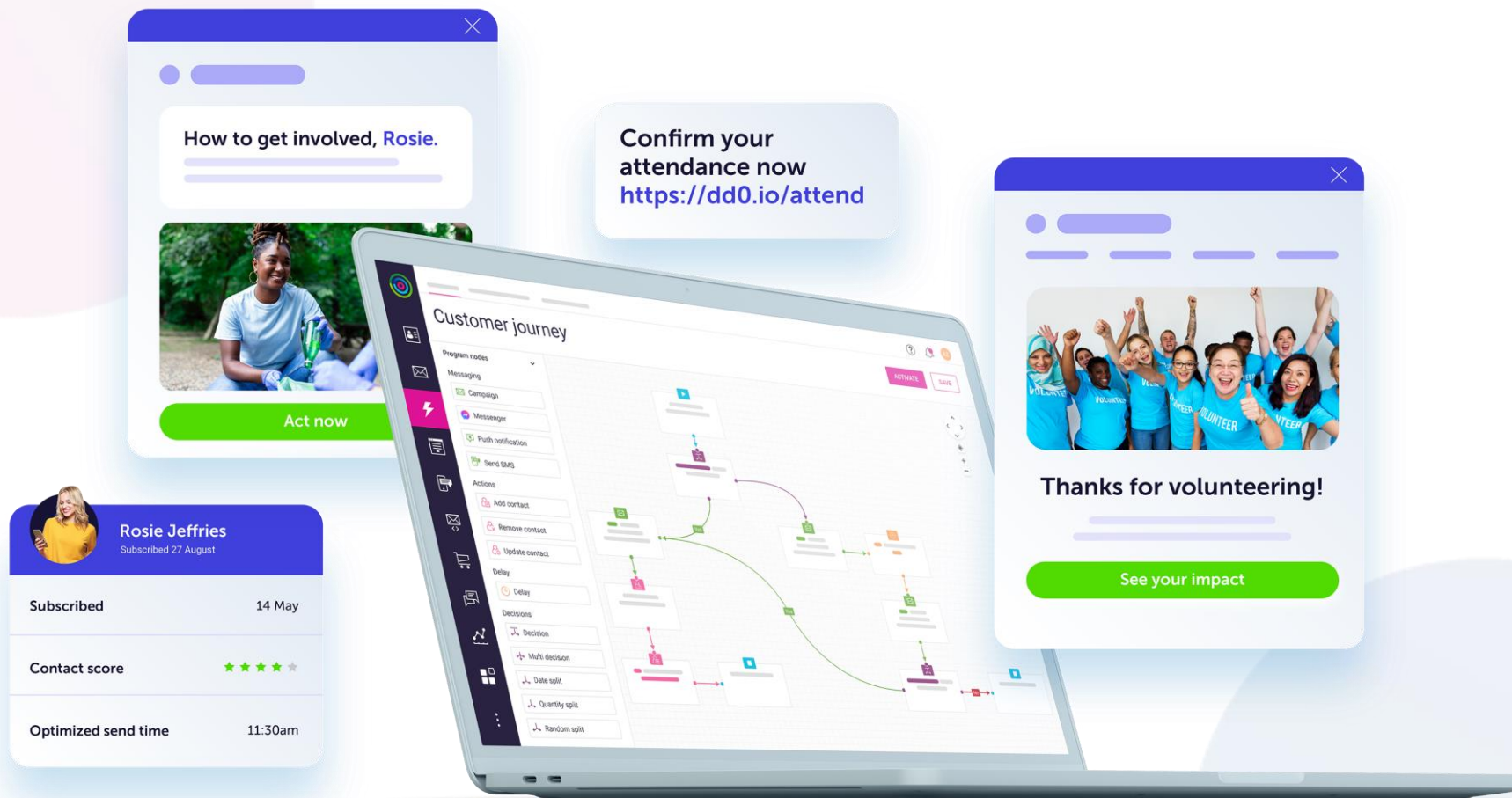


The old way



The new way

Drag and drop, marketer friendly cross-channel personalization



How to get involved, **Rosie**.

Act now

Confirm your attendance now
<https://dd0.io/attend>

Customer journey

Program nodes

- Messaging
- Campaign
- Messenger
- Push notification
- Send SMS
- Actions
 - Add contact
 - Remove contact
 - Update contact
- Delay
- Decisions
 - Decision
 - Multi decision
 - Date split
 - Quantity split
 - Random split

Rosie Jeffries
Subscribed 27 August

Subscribed 14 May

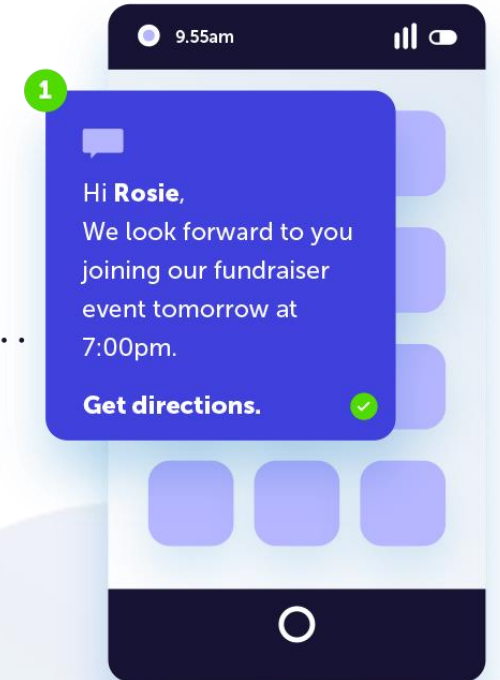
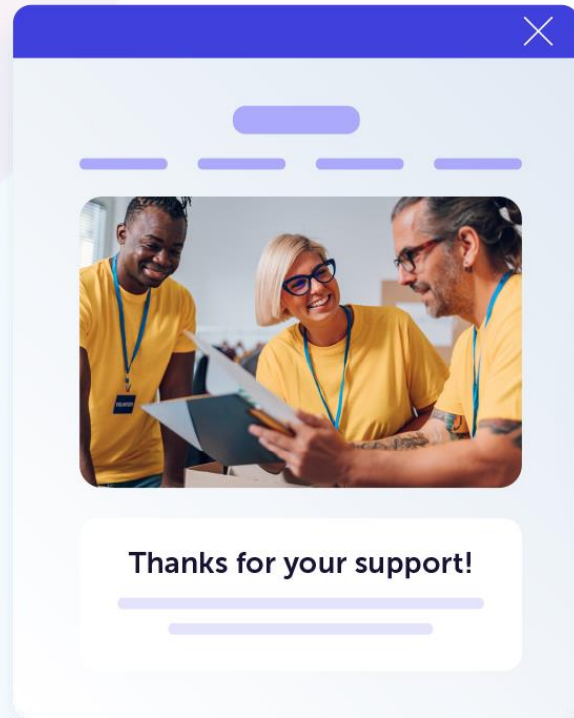
Contact score ★★★★★

Optimized send time 11:30am

Thanks for volunteering!

See your impact

Mobile: Personalization is essential on your most intimate channel

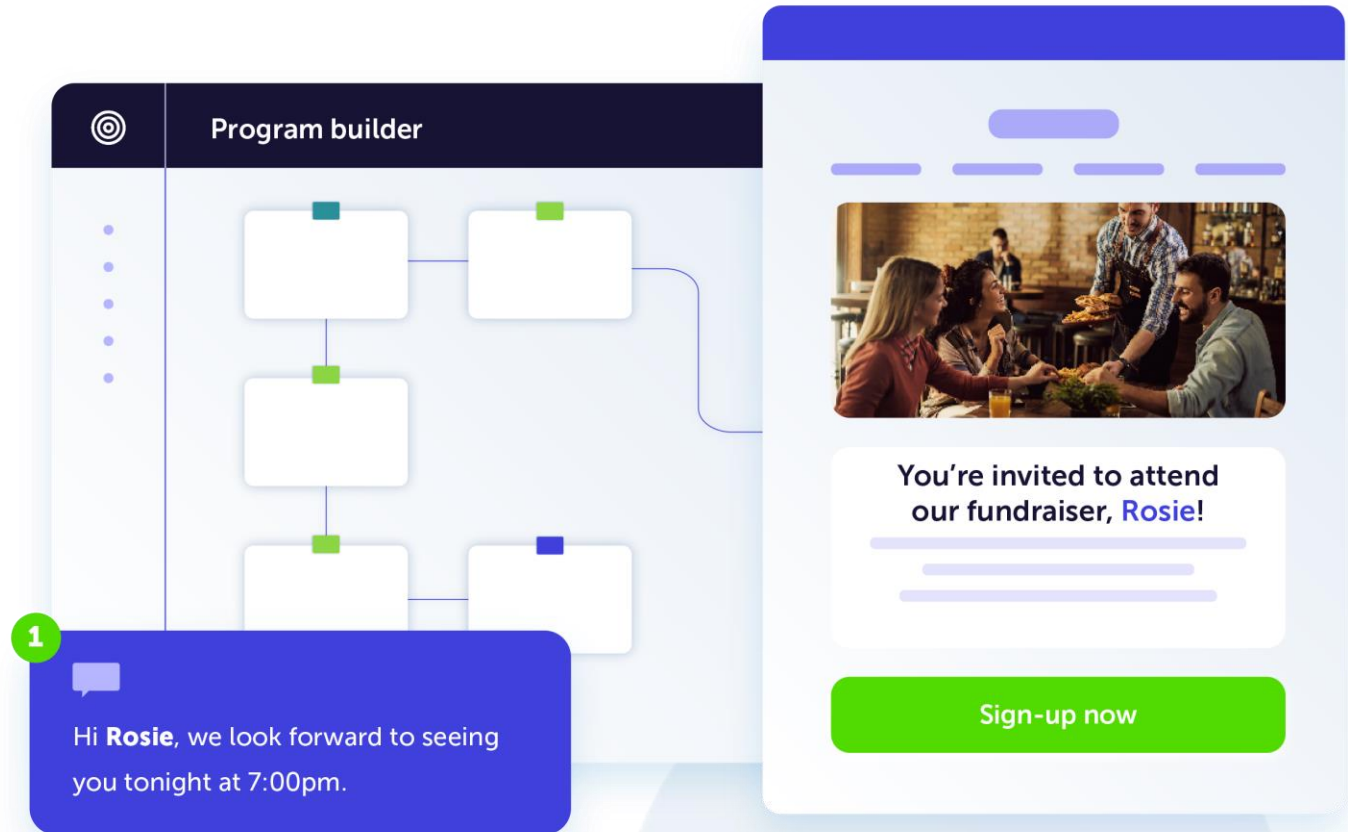




Web personalisation: The untapped opportunity

Your opportunity to stand out

- **66%** of brands aren't using popovers
- **71%** of websites ignore your location
- **73%** don't collect mobile numbers
- **81%** don't use social proof
- **90%** don't personalize recommendations
- **91%** don't collect channel preferences
- **96%** don't use dynamic content



3 reasons cross-channel personalization is a must-have

#1 Your customers expect it

#2 It delivers results

#3 You'll stand out

The impact goes beyond marketing metrics



129x

return on investment with
Fresh Relevance



41%

increase in revenue per email



25%

YOY increase in abandoned
cart revenue



21x

return on investment by using
Fresh Relevance technology



72.4%

increase in revenue from Fresh
Relevance product
recommendations in the UK



10%

more AOV YoY from product
recommendations

Embracing automation



4

Why is marketing automation so important?

- **63%** of companies using marketing automation outperform their competitors
- Marketing automation drives **14.5%** in team productivity and a **12%** reduction in marketing overheads
- Marketers using automation software have seen their number of conversions increase by **77%**

Marketing automation

What do you start doing?

Implement an onboarding program whenever someone converts on your site.

Marketing automation

What should you do differently?

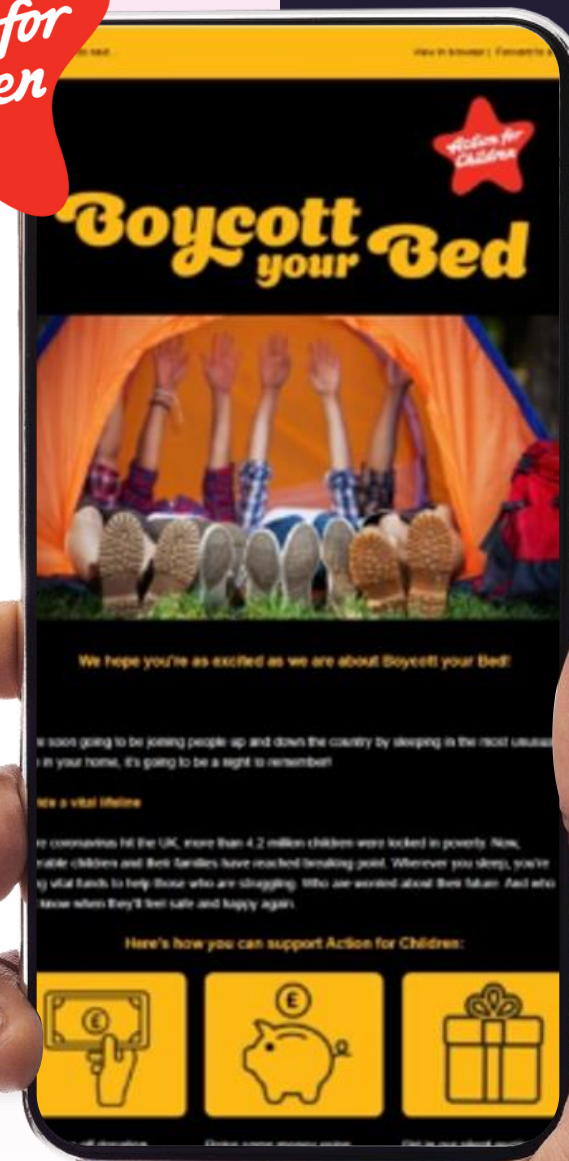
Change any automation programs to be engagement dependant. If people engage, send them a follow up sooner.

Action for Children

Raise engagement with automation

Challenge : Adapting fundraising efforts

- Event cancellations: Covid-19 forced the cancellation of fundraising events, including the flagship corporate sleepout.
- Income risk: 40% of fundraising income was at risk, requiring adaptation.



CASE STUDY

Action for Children

Tactics used

- Enhanced virtual event engagement
- Personalization and segmentation
- Automation programmes
- SMS confirmation
- On-the-night automation



Action for Children



Results: Exceeding fundraising goals

40%
Average email open rate

30%
Average click-to-open rate

£500
Raised in donations by new channel



Let AI help you out

5



WinstonAI™

Dotdigital's marketing intelligence engine, powered by AI.

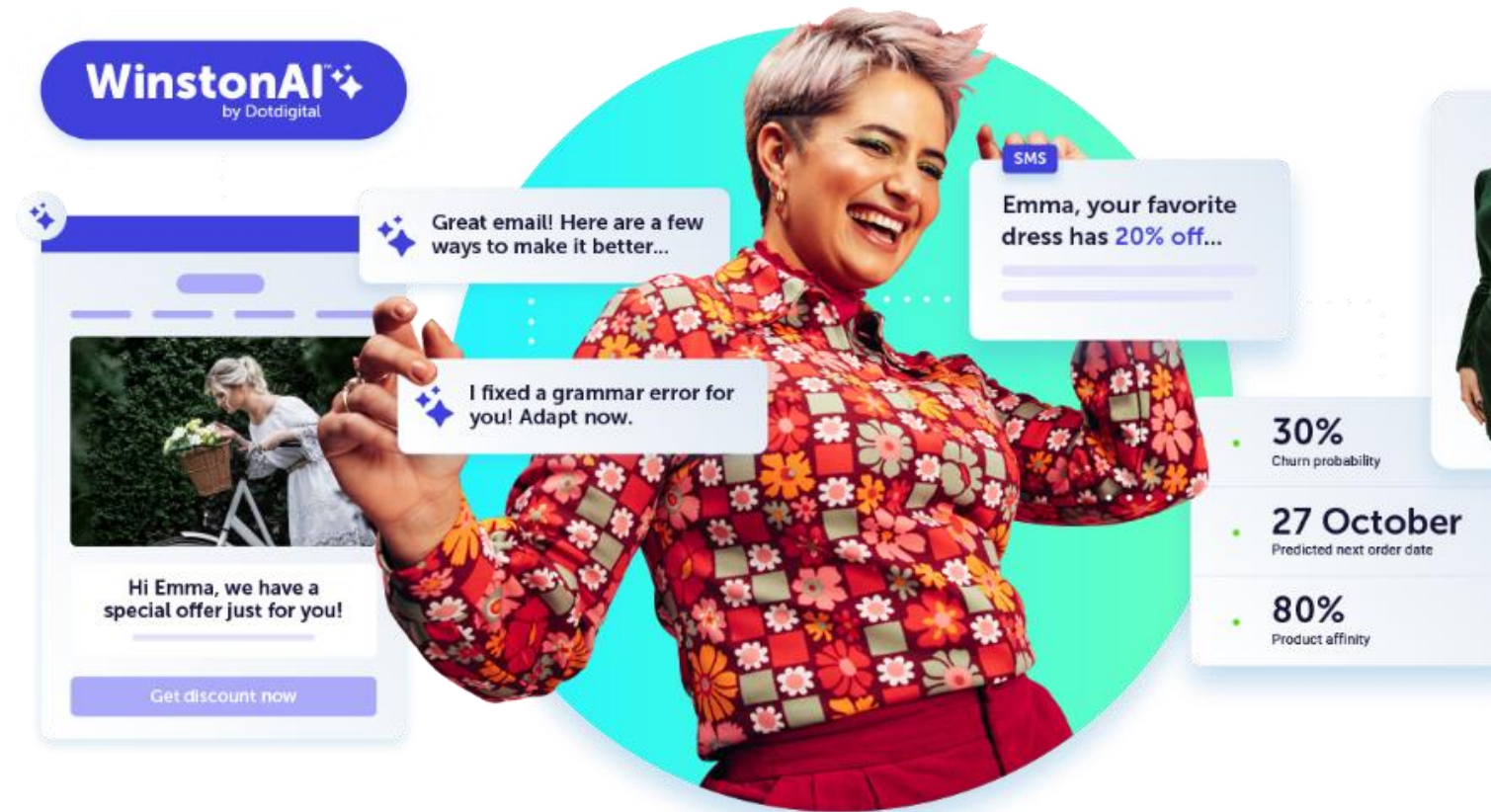
Generative AI for effortless campaign creation

Predictive analytics and recommendations

Smart segmentation with **RFM & eRFM** modelling

Cross-channel acceleration and send time optimization

One-click product **data enrichment**



Smarter tactics

Subject Line Optimisation

The screenshot shows a mobile app interface with a product promotion. The promotion features a woman wearing sunglasses and a green button labeled "Shop now". The text of the promotion reads: "New collection drop! 25% off for our most fashionable customers!". Overlaid on the app is a WinstonAI interface titled "WinstonAI" with a close button. Below the title is a "Change tone" section with several buttons: FRIENDLY, PROFESSIONAL, WITTY, HEARTFELT, EMPATHETIC, EDUCATIONAL, FUNNY, CASUAL, URGENT, and OPTIMISTIC. Below the buttons is a "Suggestion" section with a sparkle icon and the text "Select which tone to rewrite your text".

One-click email to SMS conversion

The screenshot shows a mobile app interface for a table booking confirmation. It features a photo of a person holding a bowl of soup. The text of the confirmation reads: "Hi Will, thanks for booking a table with us at 7pm!". Below the text is a button labeled "Find out more". To the right of the app interface is a "Convert to SMS" button with a sparkle icon. Below the button is a message bubble with a green "1" in a circle and the text: "Hey Will, your table is booked for Friday at 7pm".

WinstonAI

Using AI

What do you start doing?

Use AI tools to help you kick start your marketing ideas. You can use your skills to do the rest.

Using AI

What should you do differently?

Embed these tools into your existing tactics for the most streamlined workflow.

Available in Dotdigital

TO WRAP UP

Dotdigital - Donorfy

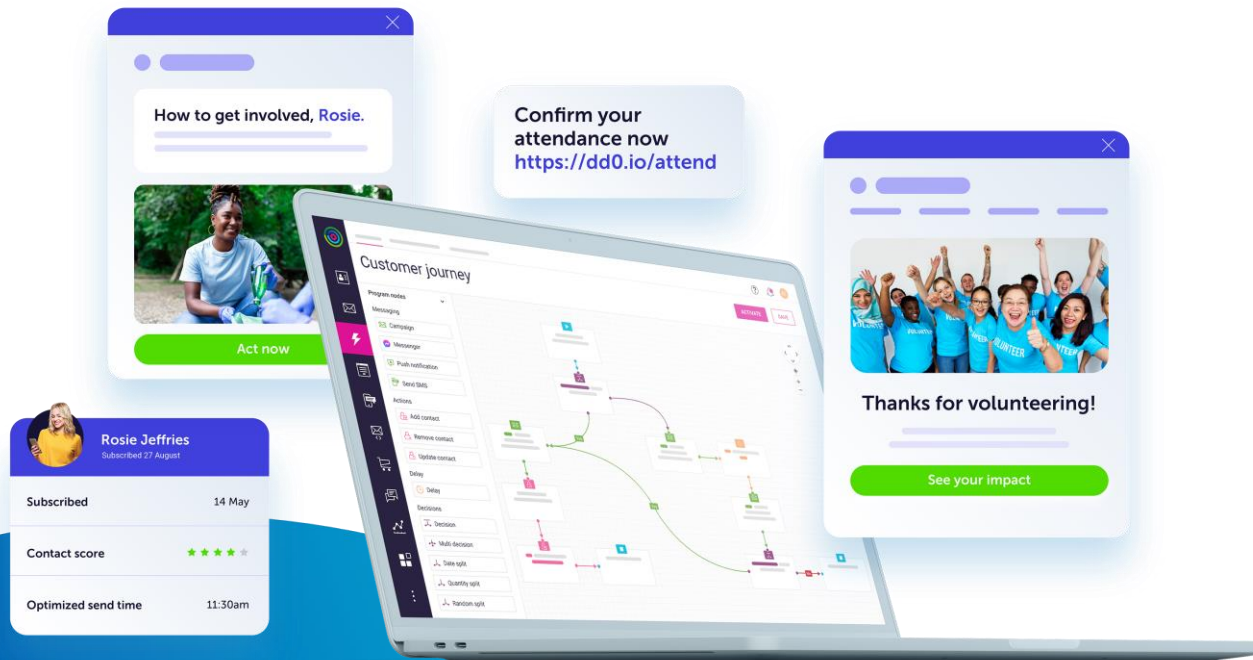
The omnichannel customer engagement platform built for marketers operating in not-for-profit.
Make every touchpoint count. Make every experience invaluable.

- Avoid silos by connecting contact insights, donation, and journey data
- Inspire supporter trust with beautifully designed, emotive campaigns
- Create messages that matter to the individual using dynamic content and custom marketing preferences
- Encourage regular contributions with triggered campaigns on donation anniversaries
- Drive fundraising success with ML-powered predictive recommendations
- Identify and target unengaged members with segment templates and automated win-back programs
- Use customer data to retarget across social networks and increase user involvement
- Notify members of important news and upcoming fundraisers via SMS and mobile push
- Inspire loyalty with lifecycle marketing programs driven by contact behaviour



Not for profit

Meaningful marketing that makes a lasting impact for your cause



Use Dotdigital to

- Launch welcome journeys to engage supporters from the get-go.
- Segment supporters who haven't given in a while to re-engage.
- Personalize campaigns showing tangible impact to inspire repeat giving.
- Send automatic thank you emails to supporters.
- Be well-informed on giving trends with in-depth reporting.
- Spread word of your cause with triggered automations like refer-a-friend programs.
- Automate end-to-end programs to inspire loyalty and recurring donations.
- Send personalized impact reports or event invites to celebrate generous donors.





Come see us!



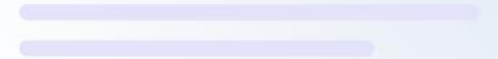
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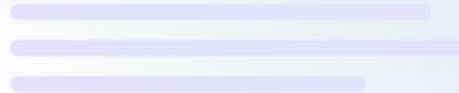
Rudi.wood@dotdigital.com



Hi **David**, we've put your
donation to work..



We received your donation!



Thank you!

Over to you...

