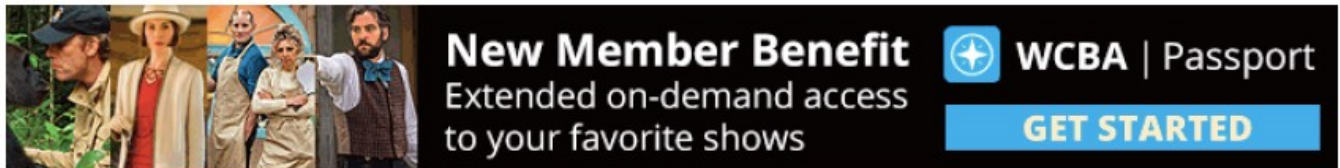




Case Study | March 2017

Stations Pilot CRM IP Targeting to Lift Passport Response Rates

Lapsed Member Renewal Rate Increased Nine Percent When IP Targeting Ads Added to Email



Overview

In October 2016, PBS Development Services and Carl Bloom Associates, Inc. (CBA) partnered with 10 member stations to test the influence of CBA's CRM IP Targeting on reactivating lapsed members and getting additional gifts from active members while using Passport as the offer. The stations – AZPM, CPTV, KERA, KLRU, KPBS, MPTV, WHYY, WNED, WOSU, and WTTW – all tested the impact of IP Targeting with corresponding emails, rather than sending emails alone.

What is CRM IP Targeting? CRM IP Targeting is unique in that existing donor information (name and mailing address) is used to find a matching home IP address. Once found, ads are delivered directly to donors for the length of the campaign. Roughly 50 percent of donors are matched with an IP address and can receive ads.

A hypothesis for the test was created: Promoting Passport through CRM IP Targeting and email would increase a donor's likelihood to rejoin the station or upgrade their membership level, over email-only promotions. PBS and CBA provided each station with two emails and a set of IP ads, with one shared message about the exciting new member benefit - Passport. CBA managed the emails and the IP Targeting campaigns for stations, in order to make sure



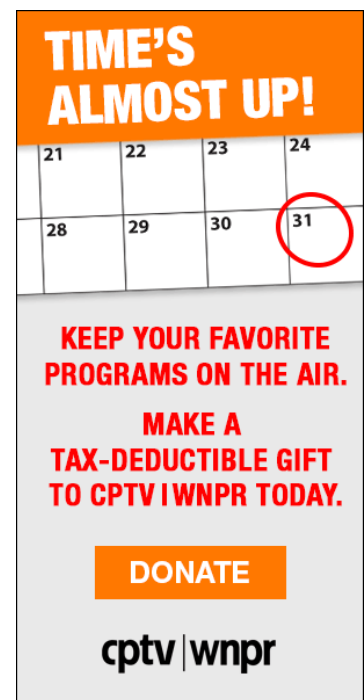
both efforts were coordinated and on schedule.

CBA measured the test by comparing members who received only email with those who received email and IP ads. Of the those two groups, lapsed members who received emails and IP ads renewed at a nine percent higher rate than members who only received emails. In addition, Add Gift members who received both email and IP ads gave a four percent higher average gift than those members who only received an email.

Situation Analysis

Since its launch in May 2015, CBA’s CRM IP Targeting has proven to be a solid tool for reinstating lapsed members and for increasing average gift. CBA’s CRM IP Targeting is unique in that existing donor information (name and mailing address) is used to find a matching home IP address. Once found, ads are delivered directly to donors for the length of the campaign. Roughly 50 percent of donors are matched with an IP address and can receive ads.

CBA typically uses IP Targeting in conjunction with integrated fundraising campaigns, with year-end fundraising being the most successful time of the year for the practice, as it is for other fundraising channels. CBA and PBS had never used a member benefit, like Passport for IP Targeting, to reinstate and increase member giving. In keeping with IP targeting best practices, which include multichannel messaging, CBA decided to employ email to compliment CRM IP Targeting during the test.



Traditional Fundraising IP Ad

Objective

After 18-months of traditional fundraising-focused CRM IP Targeting campaigns, CBA and PBS decided it was time to try a new offer – Passport. The goals for the Passport IP Targeting test included:

- Increasing member giving when email and IP Targeting are used together.
- Building on the growing awareness of Passport and the consumer demand for streaming digital content.

Strategy

CBA and PBS selected the month of October because it did not conflict with November or December holiday and year-end fundraising. IP Targeting ads began October 1 and concluded October 31. Passport-centric emails, created by CBA, we're deployed on Tuesday, October 4 and Tuesday, October 25. Tuesday's are one of the better days of the week to deploy emails. As part of the test, CBA and PBS created the following components for the test:

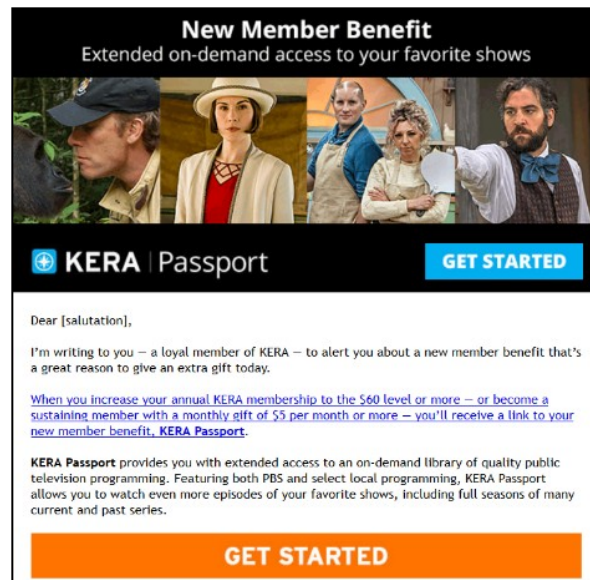
- Five IP Targeting ads of various sizes, for each of the 10 stations: 160x600, 300x250, 300x600, 320x50, 728x90
- Two emails that matched the IP ads both in theme, copy and design.
- Homepage and donation form banner graphics to add to their own websites (many clients opted to not use these elements).

Regarding segments, each station either used lapsed IP ad and email copy on a lapsed member file or add gift IP ad and email copy on an active member file. File selection:

- 10 stations sent in files of 5,000 active or 5,000 lapsed member records.
- Email addresses for every member on the file.
- Member records were matched with IP addresses using the donors' physical mailing addresses (not email address). Approximately 50 percent of records were matched.
- If we were unable to match an IP address, the donor received the email only track.
- If an IP address was found, the donor was in the both track (IP Ads + emails).



IP Ad



Passport Email

Results

The analysis was conducted on gifts made only to the email or the IP ad directly. Although gifts made through other channels (such as mail or pledge) may have been influenced by seeing the Passport IP Ads, no gifts coded through other techniques were included in the analysis.

Add Gift Test Segment

Station	Audience	Number Targeted	Number of Additional Gifts	Increase in Add Gifts	Percent Response	Change in Percent Response	Revenue	Average Gift	Average Gift Increase
CPTV	Members Receiving Passport Emails Only	2,096	11		0.52%		\$525	\$47.73	
CPTV	Members Receiving Both Passport Emails + IP Ads	1,392	6	-45%	0.43%	-0.09%	\$280	\$46.67	-2%
WHYY	Members Receiving Passport Emails Only	2,938	7		0.24%		\$420	\$60.00	
WHYY	Members Receiving Both Passport Emails + IP Ads	2,038	10	43%	0.49%	0.25%	\$696	\$69.60	16%
KERA	Members Receiving Passport Emails Only	2,443	9		0.37%		\$491	\$54.56	
KERA	Members Receiving Both Passport Emails + IP Ads	2,005	18	100%	0.90%	0.53%	\$1,081	\$60.06	10%
WTTW	Members Receiving Passport Emails Only	3,008	18		0.60%		\$1,273	\$70.72	
WTTW	Members Receiving Both Passport Emails + IP Ads	2,072	8	-56%	0.39%	-0.21%	\$576	\$72.00	2%
Total for Email Only		10,485	45		0.43%		\$2,709	\$60.20	
Total for Email + IP Targeting		7,507	42	-7%	0.56%	0.13%	\$2,633	\$62.69	4%

WHYY and KERA saw increases in both the number of additional gifts they received and increases in average gift. WTTW saw increases in average gift, but not in the number of gifts. However, this station did have the best response to Passport-centric emails. CPTV was the only station that did not see positive increases in any segment, which is surprising since CBA has multiple campaigns where CPTV had success when using IP Targeting for fundraising. Overall, a four percent increase in average gift was seen for this add gift IP Targeting test.

Lapsed Test Segment

Station	Audience	Number Targeted	Number of Rejoins	Increase in Rejoins	Percent Response	Change in Percent Response	Revenue	Average Gift	Average Gift Increase
AZPM	Members Receiving Passport Emails Only	2,263	7		0.31%		\$461	\$65.86	
AZPM	Members Receiving Both Passport Emails + IP Ads	2,153	5	-29%	0.23%	-0.08%	\$390	\$78.00	18%
KLRU	Members Receiving Passport Emails Only	2,944	11		0.37%		\$2,425	\$220.45	
KLRU	Members Receiving Both Passport Emails + IP Ads	2,044	10	-9%	0.49%	0.12%	\$1,180	\$118.00	-46%
KPBS	Members Receiving Passport Emails Only	2,124	13		0.61%		\$930	\$71.54	
KPBS	Members Receiving Both Passport Emails + IP Ads	2,498	18	38%	0.72%	0.11%	\$1,400	\$77.78	9%
MPTV	Members Receiving Passport Emails Only	1,664	7		0.42%		\$390	\$55.71	
MPTV	Members Receiving Both Passport Emails + IP Ads	1,623	10	43%	0.62%	0.20%	\$575	\$57.50	3%
WOSU	Members Receiving Passport Emails Only	2,810	15		0.53%		\$1,808	\$120.53	
WOSU	Members Receiving Both Passport Emails + IP Ads	2,229	15	0%	0.67%	0.14%	\$2,192	\$146.13	21%
Total for Email Only		11,806	53		0.45%		\$6,014	\$113.47	
Total for Email + IP Targeting		10,546	58	9%	0.55%	0.10%	\$5,737	\$98.91	-13%

KPBS, MPTV and WOSU saw increases in average gift and number of members who rejoined. KLRU saw a 12 percent increase in response and AZPM saw an 18 percent increase in average gift. Overall, there was a nine percent increase in lapsed members who received both emails and IP ads, compared to the group that only received emails.

Conclusion

Passport seems to be a strong offer that encourages donors to reinstate their membership or give an additional gift at a level that allows access to the member benefit. While a few stations did not see increases, many stations saw increases in both the number of gifts and average gift. This is consistent with the results CBA has seen in past fundraising-centric IP Targeting campaigns.

Lapsed members seem to be more likely to be influenced by Passport messaging deployed in IP ads and emails. Four of the five stations saw a positive improvement in either percent response and/or average gift. While the segments are too small to be statistically valid, the ROI is such that PBS and CBA would recommend continued testing for this group. These findings are constant with other PBS tests showing that Passport is a good strategy influencing members to rejoin.

Regarding add gift segments, while the impact of the IP Ad on the combined station efforts did show a positive change in percent response metric (.13 percent), the ROI of the campaign for this active member group was low across the board when compared to other techniques targeting the same audience.

PBS and CBA see the positive impact of IP ads in addition to emails when both contain the Passport offer. In the future, both organizations plan to:

- Continue testing of IP + Email with Lapsed Member Segments.
- Test the impact of IP + Email on station prospect files as a potential new donor acquisition source.
- Combine digital efforts for additional impact. Retarget donors who explored your station's Passport page, but did not complete their activation of their Passport account.

To learn more, please contact [Chas Offutt](#), PBS or [Christina McPhillips](#), CBA