

# PBS STATION BOOSTS CAMPAIGN REVENUE BY 76%

*Average gift size increased, campaign response rate  
improved with personalized Ask amounts*





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ExactAsk moves individual donors up the giving pyramid  
with personalized Ask amounts.

## Summary

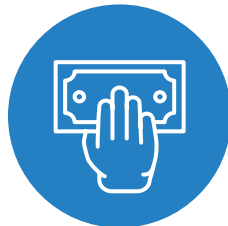
KLRU, an Austin, TX based PBS affiliate, signed on with ExactAsk and just 16 business days later, experienced a 76% increase in campaign donations by only changing the amount they asked their donors.



2 hours

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**Customized Ask  
amounts** implemented  
by KLRU in just **2 hours**



76% increase in  
campaign revenue



KLRU sees 400% ROI



16 days from  
implementation to ROI



*Working with ExactAsk was very easy. They guided us through the process step by step and were really great about answering all of our questions along the way. They were knowledgeable about the tools we specifically use at our station, which helped put our minds at ease, knowing we could successfully integrate our tools with their product. It was wonderful to partner with them on this campaign!*

— Susannah Winslow, Membership Director, KLRU-TV, Austin PBS



The Treatment group had a 76% increase in individual donations over the Control group.

## The Challenge

KLRU, like many nonprofits, wondered if they were getting the most value from their thousands of non-major donors. While their major donor program had grown recently, they found it more difficult to grow the value of their small and medium sized donors... and that's when KLRU heard about ExactAsk.

**ExactAsk** is a predictive analytics software that quickly analyzes each individual donor to predict the largest dollar amount a nonprofit can reasonably expect from each donor in response to their next campaign. It can be used for any type of fundraising campaign (i.e. lapsed, recurring, or young donor campaign) and within any direct marketing channel (i.e. email, direct mail, telethons). ExactAsk allows nonprofits to get the most value out of their donor base without adding more work to a fundraising team's jam-packed schedule.

KLRU and PBS National decided to conduct a trial with ExactAsk to answer the following questions:

- Can KLRU increase the value of its donor database?
- Can KLRU capture any untapped revenue simply by changing the ask amount?
- Can implementing personalized ask amounts from ExactAsk be done by an organization like KLRU without substantially adding to their workload and a cost that generates a positive ROI?

## Set Up

KLRU decided to test ExactAsk on an end of year email campaign that would be sent to their entire database of non-major donors. The KLRU team designed their email campaign as they normally do by drafting the message and selecting their targeted email list. Simultaneously, they registered with ExactAsk, creating an account online and uploading data about their donors from Raiser's Edge.

## Implementation

Less than 2 days after creating the account, KLRU was notified that their analysis was complete. They received a CSV file from the ExactAsk platform, which included Donor ID's and ask amounts for each ID on their email target list. Finally, they uploaded the CSV file to their email marketing platform and spent a total of 2 hours inputting the ask amounts into the emails and associated landing pages.

## Testing



76%

KLRU saw an 76% increase in campaign revenue with ExactAsk

To determine how much money (or value) KLRU was leaving on the table, a Control/Treatment test was used, dividing the target email list randomly into 2 groups. Each group was confirmed to have nearly identical past giving behavior; both had the same number of donations given and a similar average gift size:

Groups	Count of Individuals	Donors	Average All-time Donations	Average All-time Donation Amount
Control	7,514	1,789	4.47	\$100.08
Treatment	7,519	1,800	4.33	\$99.63

The Control group was asked whatever amount KLRU would normally ask (examples include standard tiered ask amounts or a custom formula), while the Treatment group was asked the amount recommended by ExactAsk. Both groups were sent the identical email message that KLRU designed and the email was sent to both groups at exactly the same time on the same day. The only difference was the ask amount.

Using this approach, any difference in performance between these 2 groups can be attributed to the ask amounts.

**With ExactAsk, KLRU's fundraising team can now quickly and efficiently capture untapped revenue from their small to medium sized donor segments.**

[www.ExactAsk.com](http://www.ExactAsk.com)

## Results



400%

KLRU received an ROI of over 400%

The donors in the Treatment group—the group that received the ExactAsk amount—gave 76% more money in individual donations over the Control group and grew their gift 100% more than the Control group.

Groups	Donors Solicited Via Email	Donors Converted	Response Rate	Average Gift Size	Total Revenue	Donation Amount Increase Over Last Year
Control	7,514	48	.63%	\$85	\$4,096	\$16
Treatment	7,519	56	.74%	\$129	\$7,220	\$33

KLRU made an additional \$3,142 using the ask amounts from ExactAsk. At a cost of 10 cents per predicted ask amount, KLRU received an ROI of over 400%

KLRU was able to achieve these results in a matter of 16 days simply by changing the ask amount; their normal campaign process remained virtually the same.

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### December 8th

KLRU's Membership Director signs on with ExactAsk.

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### December 21st

KLRU registers Facebook and sends its CRM data (Raiser's Edge) along with target list from its marketing software (Luminate/ Convio) to ExactAsk team.

- KLRU elects to run ExactAsk predictions for 15,033 names
- .....



### December 23rd

Two KLRU staff spent just 2 hours each to create and implement personalized Ask amounts in emails and landing pages.

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### December 27th

KLRU sends out end of year email campaign with treatment group in place.

- Ask amounts ranged from \$10 - \$400
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### January 5th

KLRU uploads incremental donation data from its CRM for reporting purposes

- 76% increase in campaign revenue from Treatment group and grew their gift 100% more than the Control group
- Response rate increased slightly from Treatment group, .74% vs. .63%
- KLRU made an additional \$3,142, using the ask amounts from ExactAsk.
- At a cost of 10 cents per predicted ask amount, KLRU generated an ROI of over 400%.

It's not about asking everyone for *MORE* money. It's about asking for the *RIGHT* amount of money from each of your donors.

[www.ExactAsk.com](http://www.ExactAsk.com)

## Implications



KLRU increased revenue by only changing the ask amount

This trial successfully answered the questions KLRU and PBS National wanted to test.

### **Could KLRU increase the value of its donor database?**

- A.** Yes. Despite having nearly identical behavior and receiving the same message, the Treatment group that received the ask amounts recommended by ExactAsk gave 76% more revenue and grew their gift 100% more than the Control group.

### **Can KLRU capture this untapped revenue simply by changing the ask amount?**

- A.** Yes. KLRU was able to capture this increase in revenue by changing only the ask amount and nothing else.

By providing a precise and personalized ask amount, ExactAsk helped KLRU capture this previously untapped revenue.

Importantly, the difference between the Treatment and Control group is statistically significant with a p-value of .04 – this means that the difference in behavior between these 2 groups can be attributed to the difference in ask amounts with a high degree of confidence.

### **Can implementing personalized ask amounts from ExactAsk be done by an organization like KLRU without substantially adding to their workload and a cost that generates a positive ROI?**

- A.** Yes. As shown in the timeline above, KLRU was able to implement the personalized ask amounts from ExactAsk a short 16 days after signing up their account. They designed their campaign and chose a target list without any change in their workflow and were able to implement the ask amounts in a matter of 2 hours by creating the emails and associated landing pages for each ask amount group.

KLRU made an additional \$3,142, using the ask amounts from ExactAsk. At a cost of 10 cents per predicted ask amount, KLRU generated an ROI of over 400%.

**With ExactAsk, KLRU's fundraising team can now quickly and efficiently capture untapped revenue from their small to medium sized donor segments.**

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