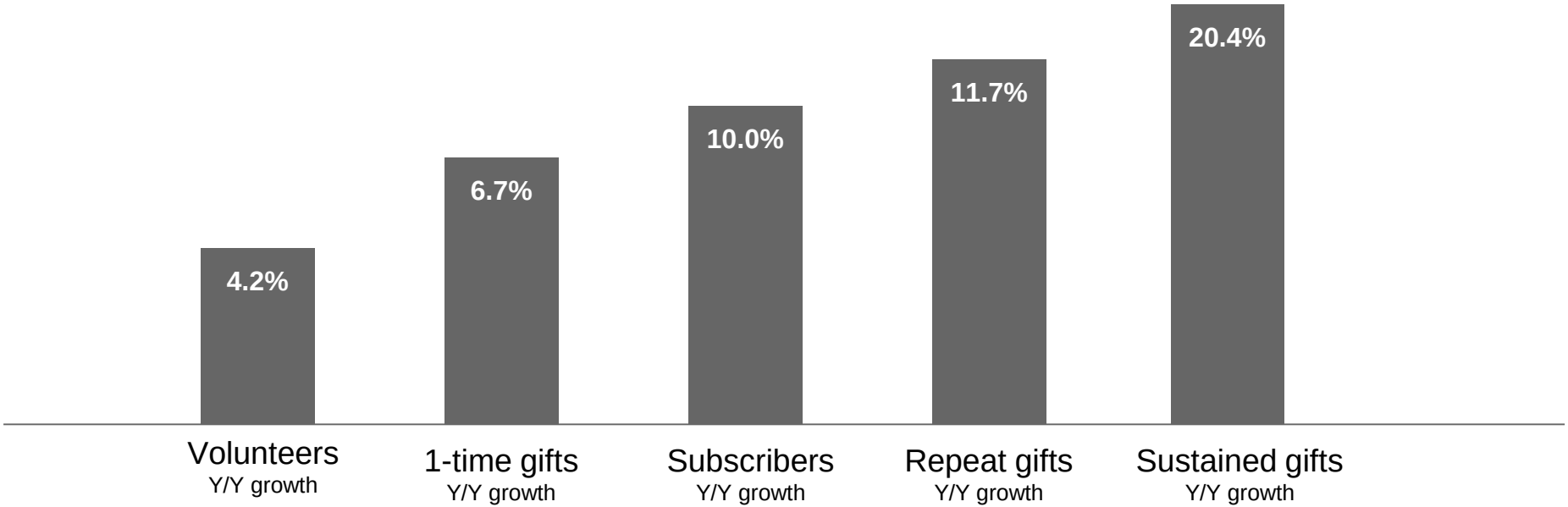
NIO Summit | September 27, 2018

hi!

Agency Lead

Google

How people find and support causes has changed.

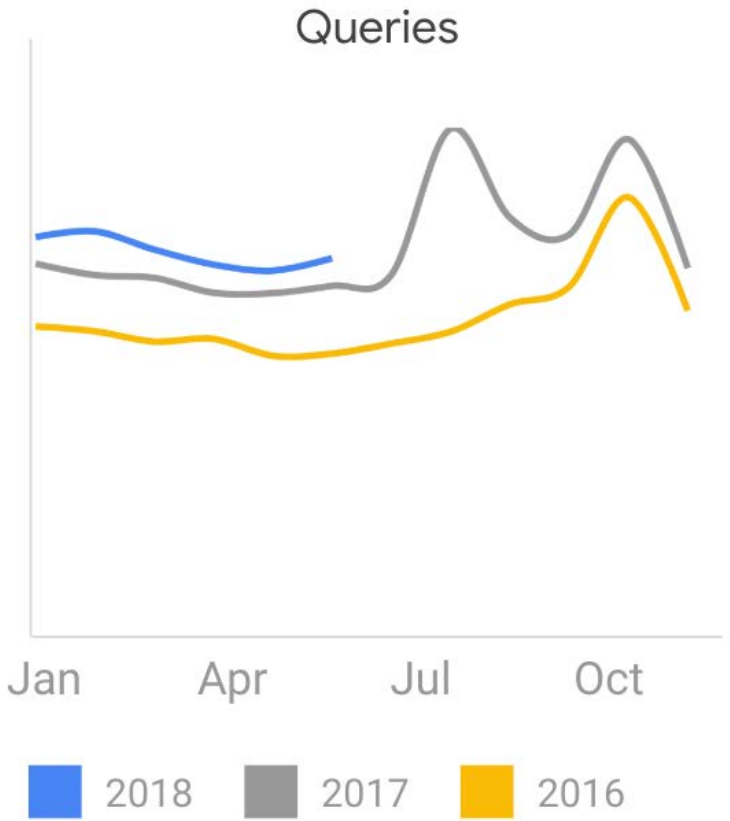


Blackbaud Luminate 2017 Study, MRI GfK doublebase 2016

Confidential + Proprietary

+10% YoY

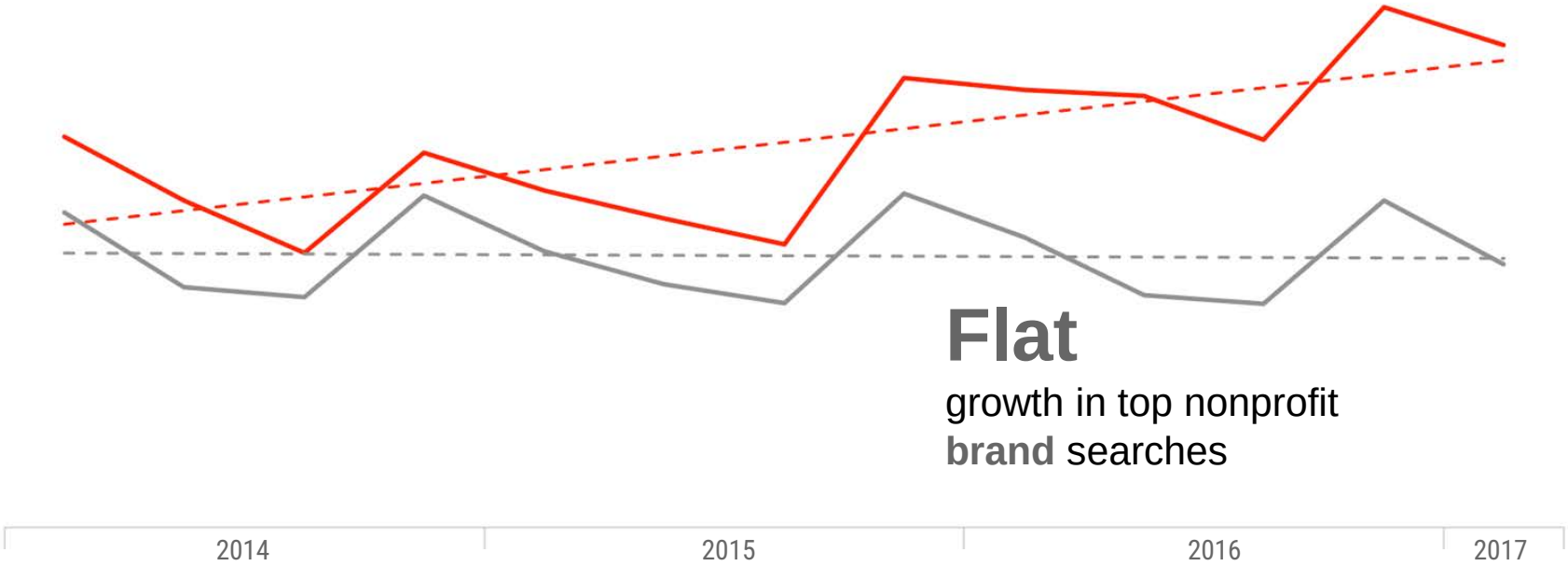
Search Demand for Charity and Nonprofit Keywords



Google Internal Data; Q2 2018; NonProfit and Charitable Giving

+20%

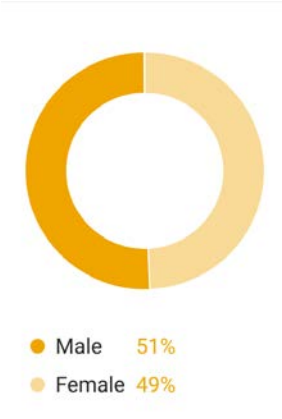
increase in nonprofit **generic** searches



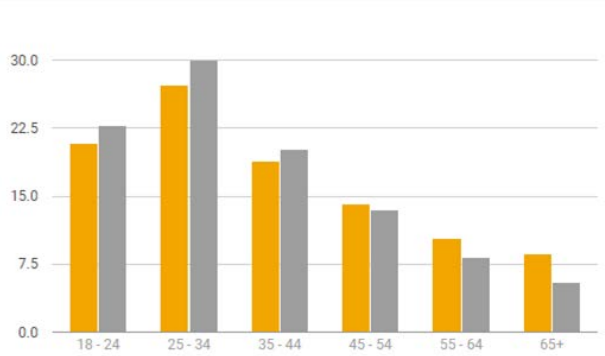
Flat

growth in top nonprofit **brand** searches

Audience Insights: Donations & Charitable Giving

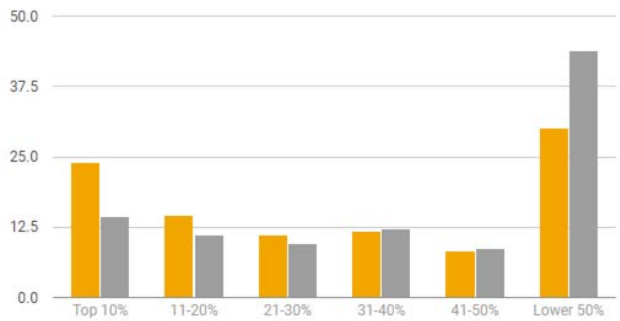


Age



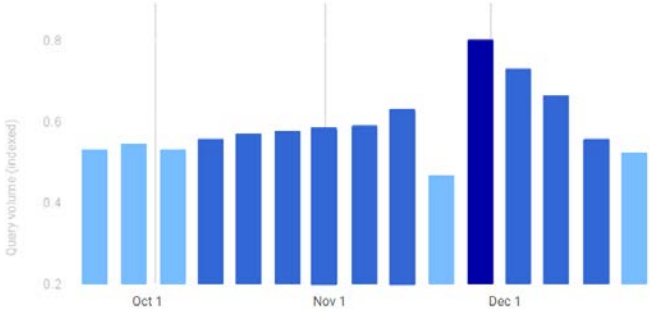
Featured inter...	Share	Index
USA Today	14% 7%	1.9x
U.S. News & World Report	11% 5%	2.0x
People	14% 8%	1.7x
Daily Mail	10% 5%	1.9x
New York Daily News	7% 3%	2.1x

Household income

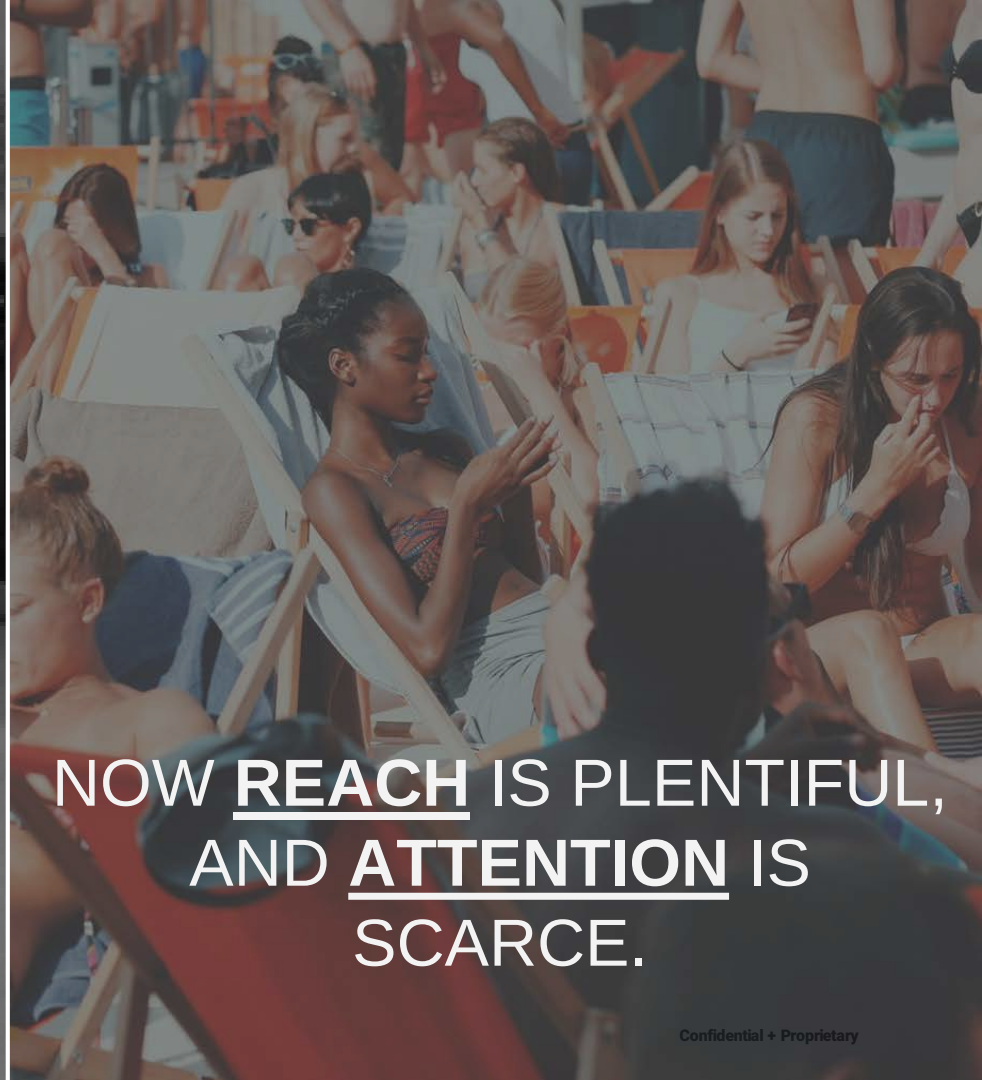


Parental status

Parent 33%
Not Parent 67%



REACH WAS SCARCE, AND **ATTENTION** PLENTIFUL.



NOW **REACH** IS PLENTIFUL, AND **ATTENTION** IS SCARCE.

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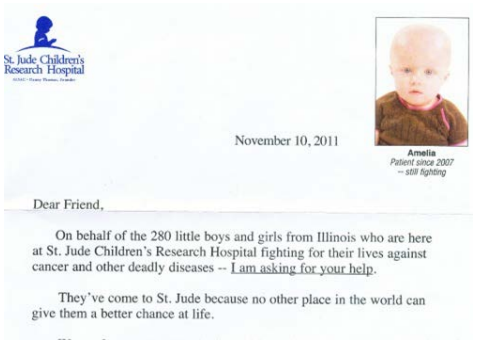
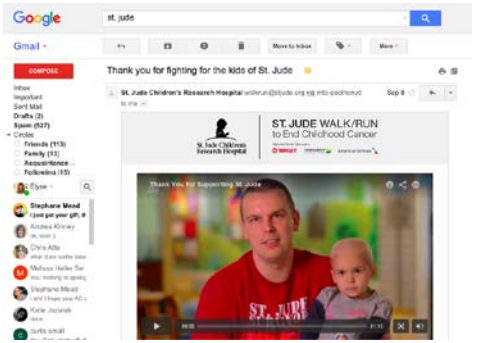
VEGETABLES
HUNGER IS
MAKE BREAKFAST HAPPEN
PURCHASE
EIF

SUPPORT MOVEMBER


St. Jude Children's Research Hospital
November 10, 2011
Amelia
Patient since 2007
-- still fighting
Dear Friend,
On behalf of the 280 little boys and girls from Illinois who are here at St. Jude Children's Research Hospital fighting for their lives against cancer and other deadly diseases -- I am asking for your help.
They've come to St. Jude because no other place in the world can give them a better chance at life.


Google
st. jude
Gmail
Thank you for fighting for the kids of St. Jude
ST JUDE WALK/RUN
to End Childhood Cancer

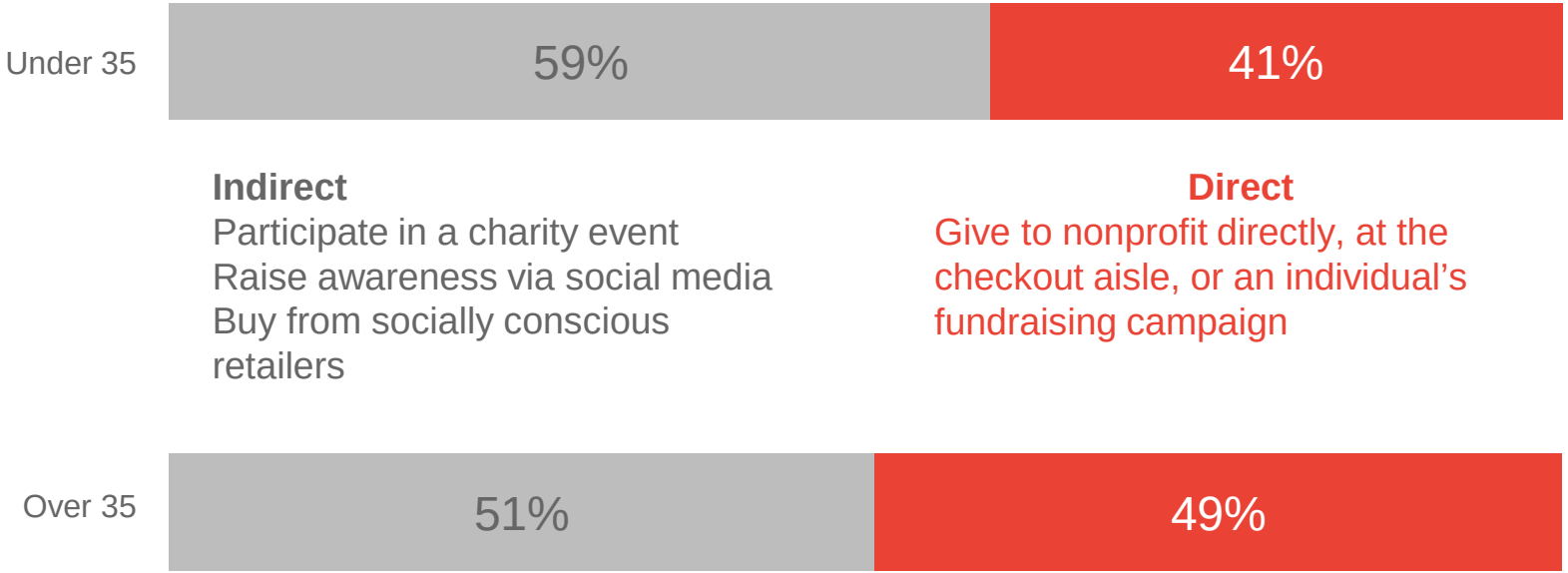
#Justice4Radazz Medical Fund
$11,853
Donate Now
gofundme

Show your support for
Twibbon
Stand with PP
Show my support
Please support I Stand with PP
I #StandWithPP. Join me in changing your profile picture. Let's stand in solidarity against extremism and violent attacks. http://ppact.io/changeprofilephoto
TWIBBON.COM
Share

JoinASPCA.org
ASPCA 1-888-835-0007

CAUSEBOX
by sevenly
THIS BOX MATTERS

Younger generations are **more likely to support causes indirectly**



Google Consumer Study, 2017

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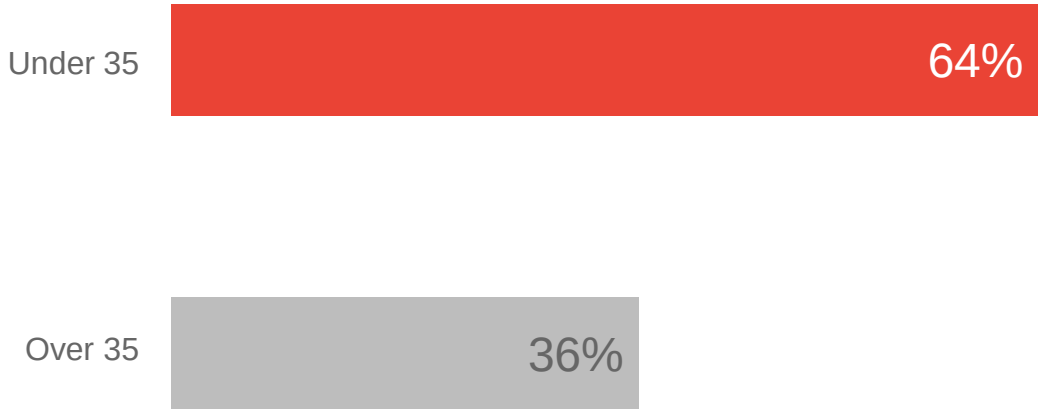
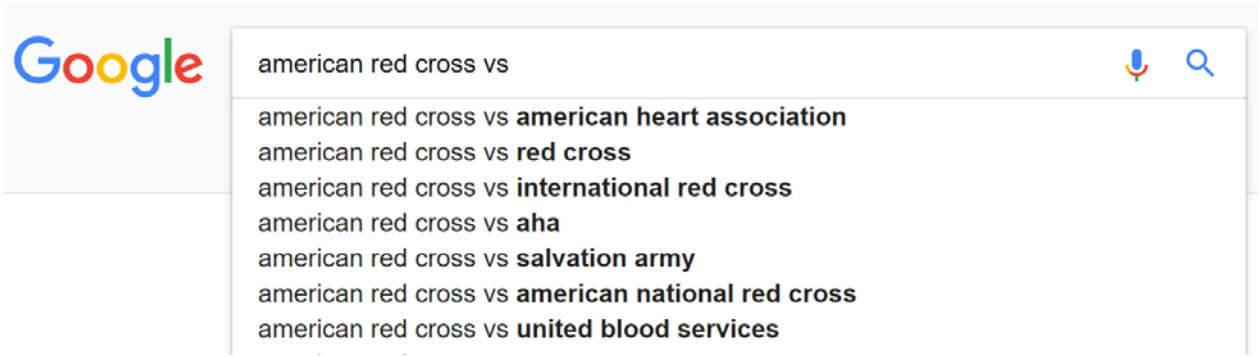
Two-thirds of people who care about a specific nonprofit say their **loyalty began before age 35**



Google Consumer Study, 2017

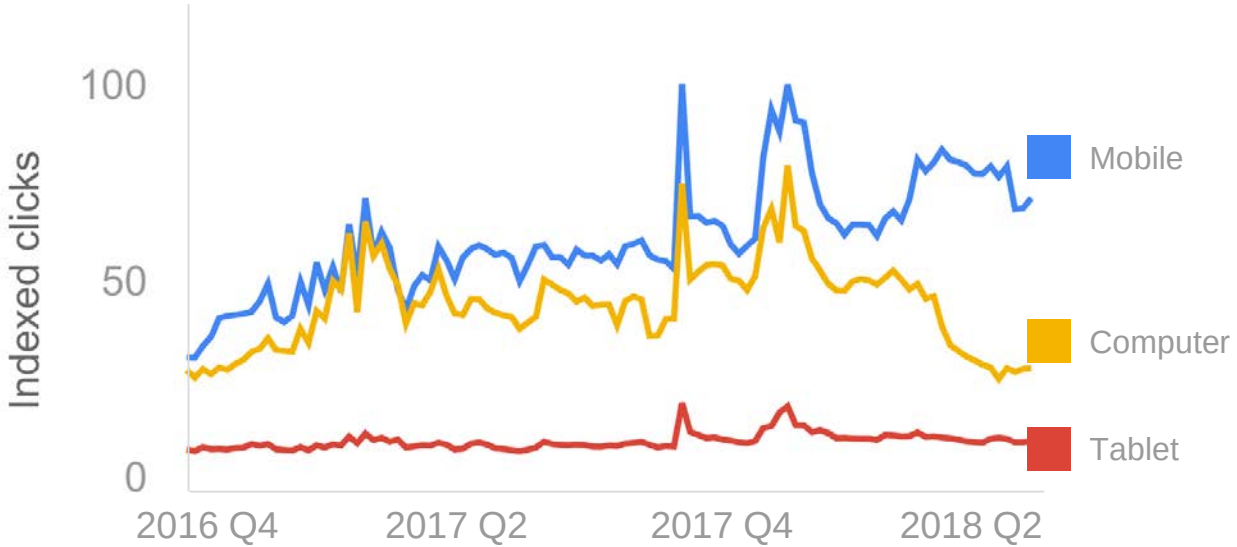
Confidential + Proprietary

75% of donors will start by researching online



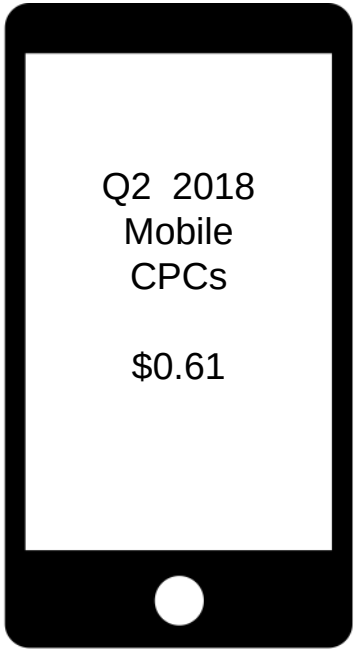
Almost half of donors visited multiple nonprofit sites prior to donation

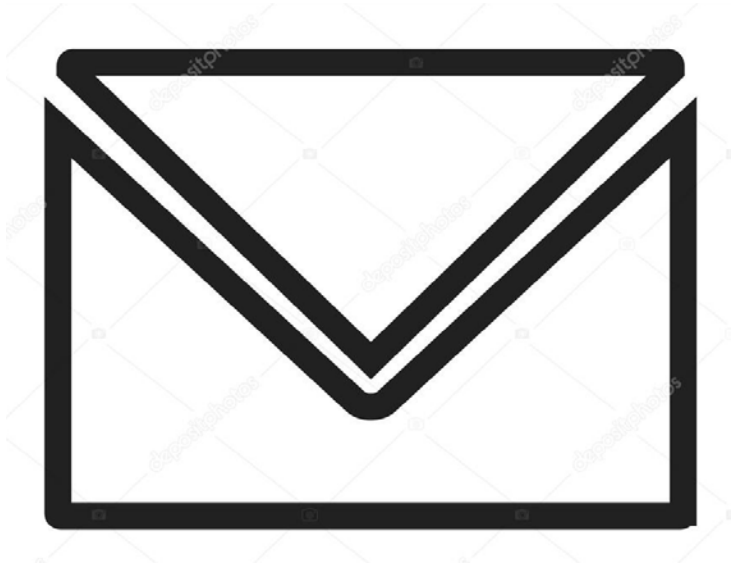
54% of queries and **66%** of clicks come from mobile



Google Internal Data; Q2 2018

Confidential + Proprietary


Q2 2018
Mobile
CPCs
$0.61



Nomophobia

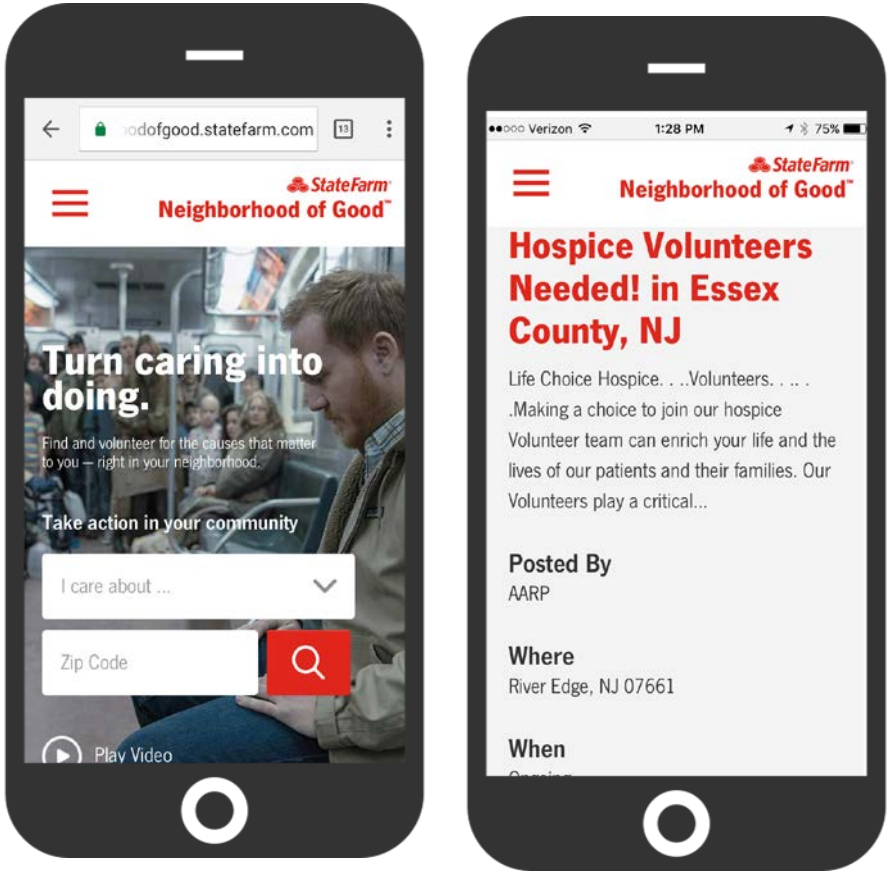
noun

a fear of being without mobile device, power source, or service area

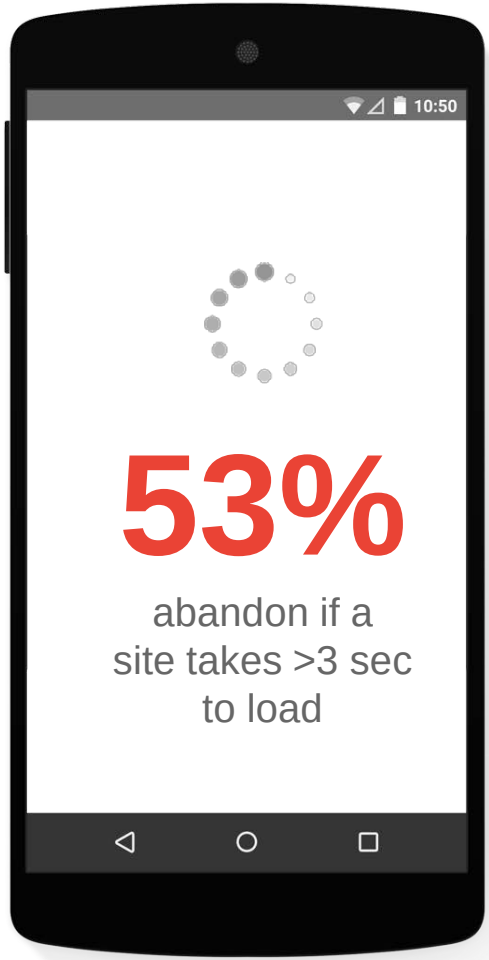
84%

of donation pages are
not mobile-friendly

Confidential + Proprietary



Confidential + Proprietary

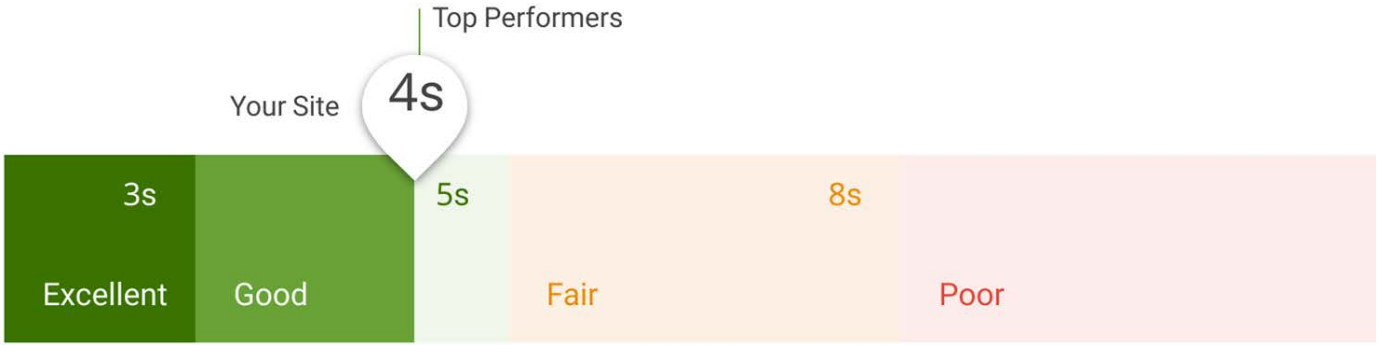


Confidential + Proprietary

Confidential + Proprietary

Confidential + Proprietary

testmysite.**thinkwithgoogle**.com



bayhealthfoundation.org is on par with the top-performing sites in the **People & Society** industry

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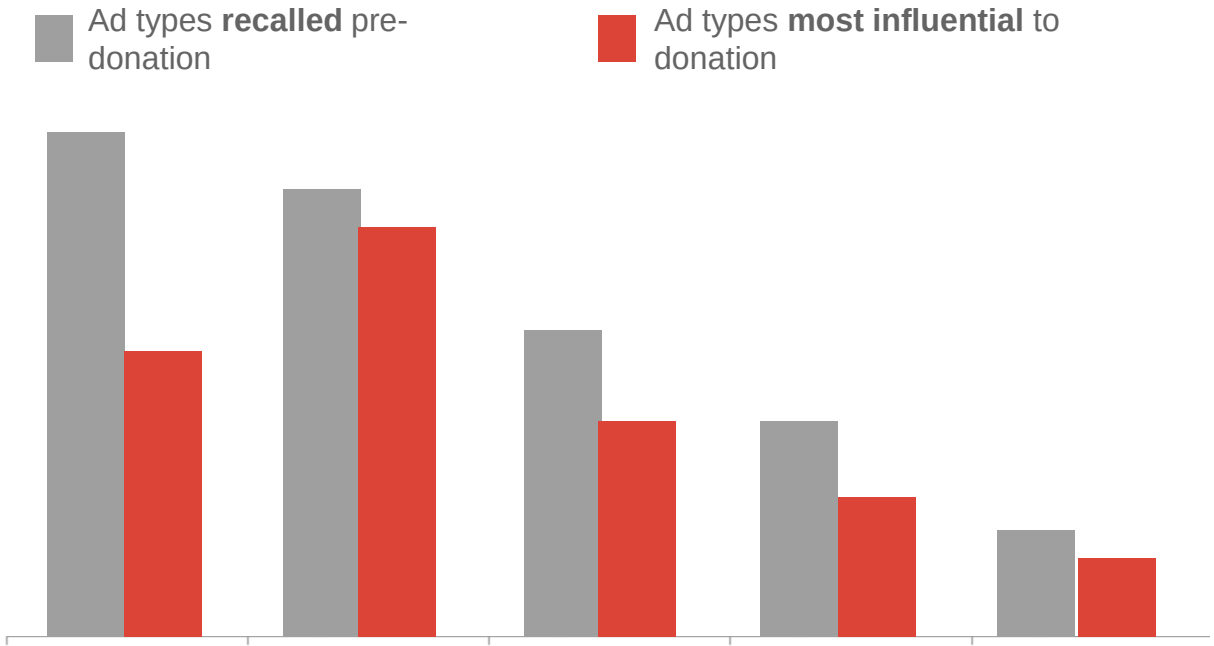
Proprietary + Confidential

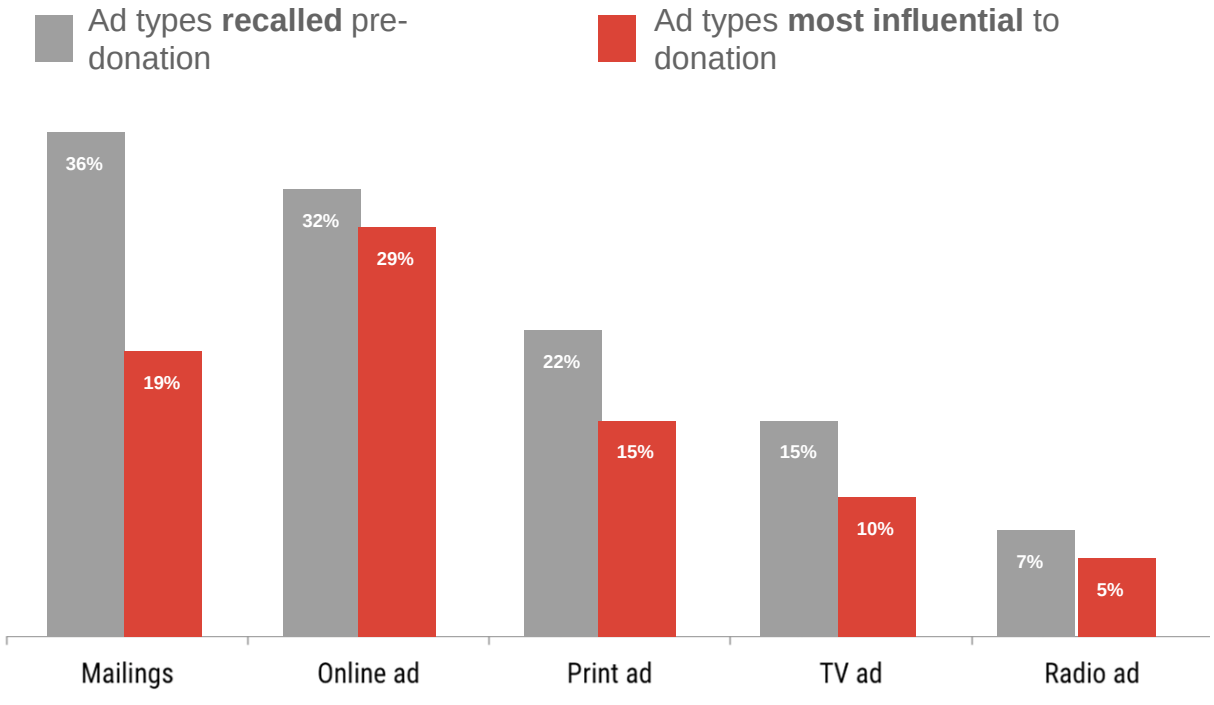
Nonprofit ad frequency disproportionate with changing donor behavior



Source: Google Consumer Surveys

Proprietary + Confidential

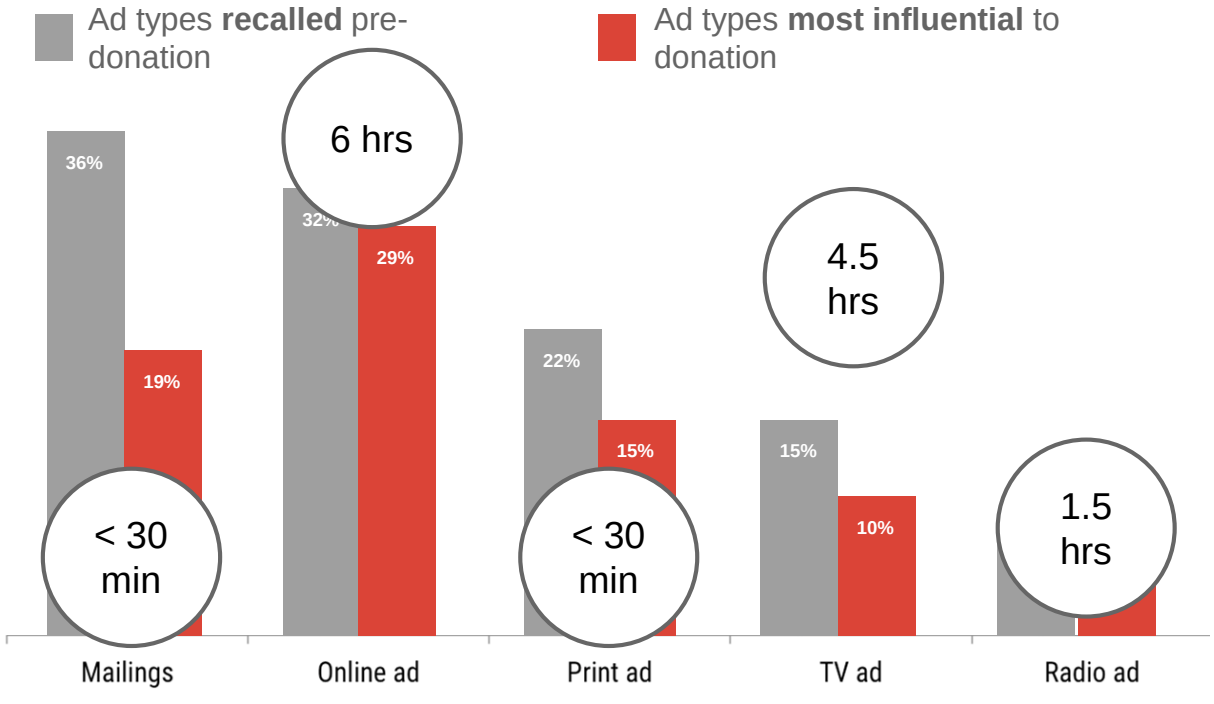
Nonprofit ad frequency disproportionate with changing donor behavior



Source: Google Consumer Surveys

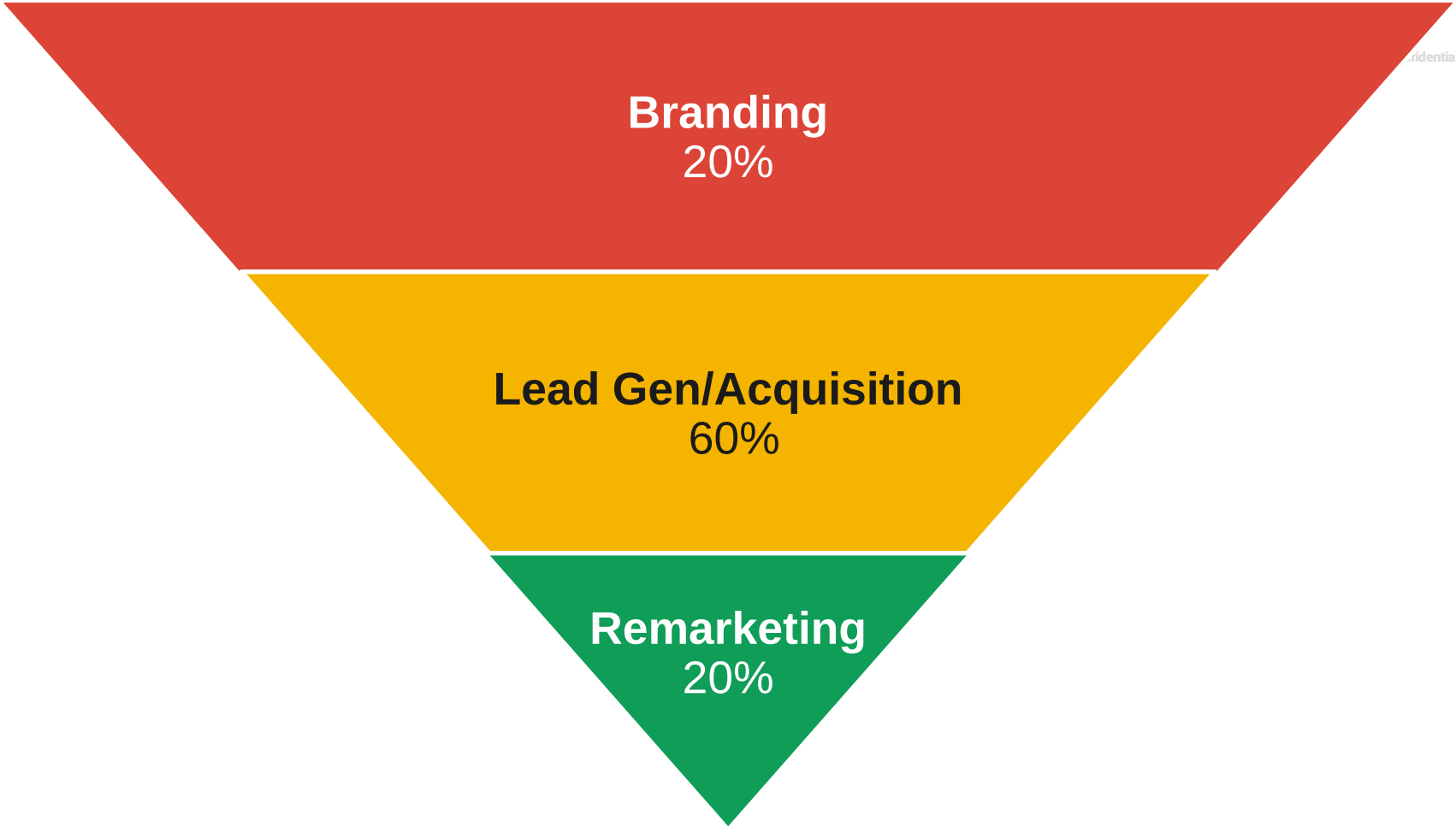
Proprietary + Confidential

Nonprofit ad frequency disproportionate with changing donor behavior



Source: Google Consumer Surveys

...idential



The people demand personalization.

$93B in donations lost to US charitable causes due to poor donor experiences.

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89% of marketers say **personalization** efforts drive lift on their websites and apps

Conversions
Engagement
Experience
Acquisition
Brand Perception

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Google Audience Products

Remarketing

Customer Match

Similar Audiences

Intent Targeting

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Google Audience Products

RLSA	Customer Match	Similar Audiences
-46% CPA	-53% CPA	-30% CPA
+30% CVR	+4% CVR	+17% CVR

Google Internal Data; Retail Category; 2017

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Proprietary + Confidential

50%

more likely to respond when channels reinforce the same call to action

RESPONSE RATES

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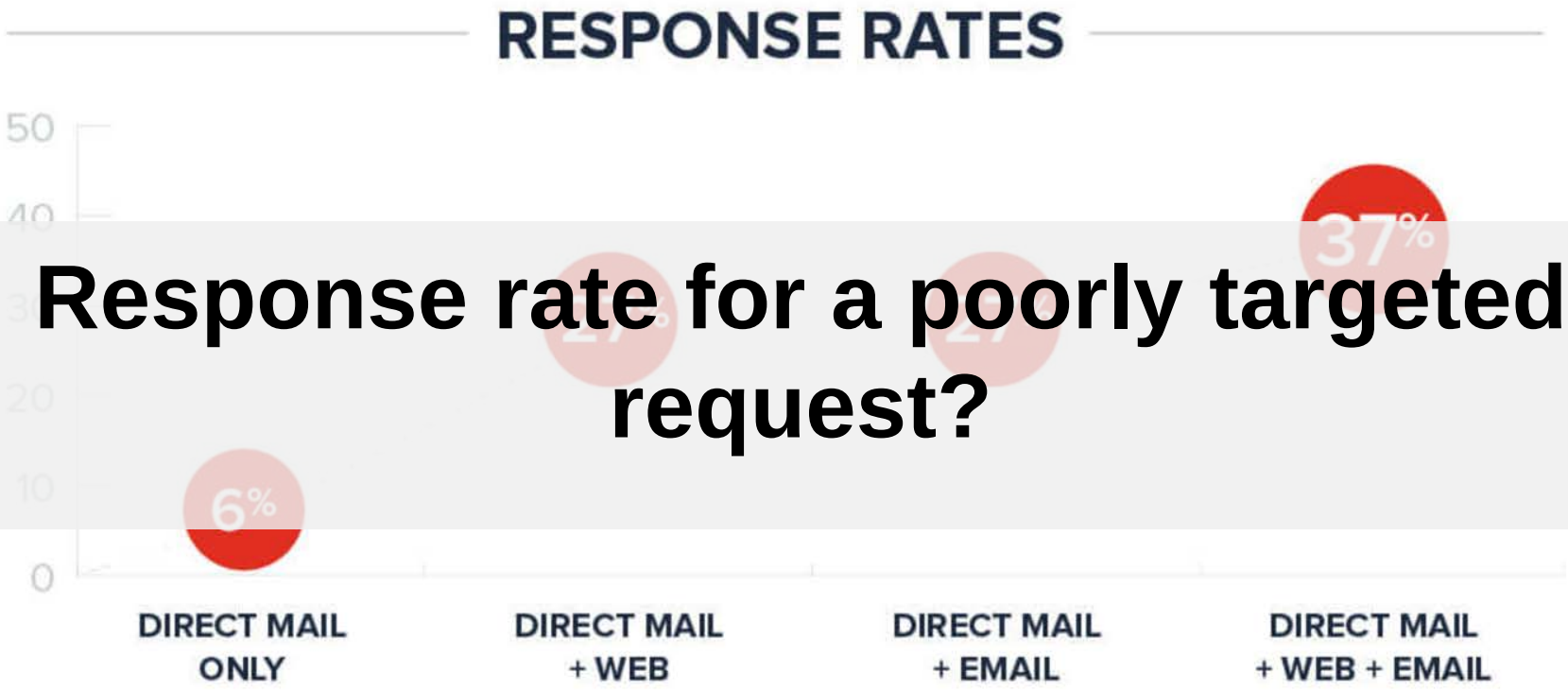

Response rate for a poorly targeted request?

[Insert your favorite ad]

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UNHCR + Google: Searching for Syria

Confidential + Proprietary

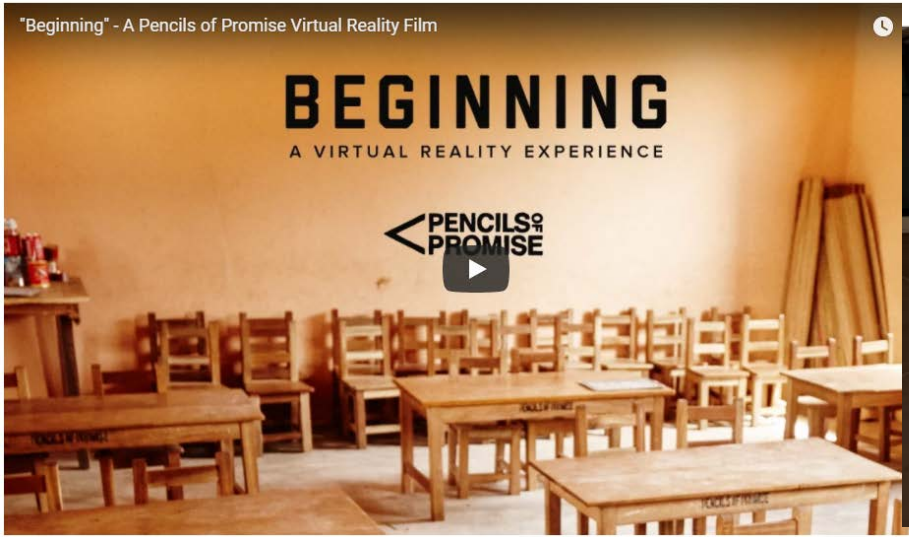
Personalization of the issue | Save the Children

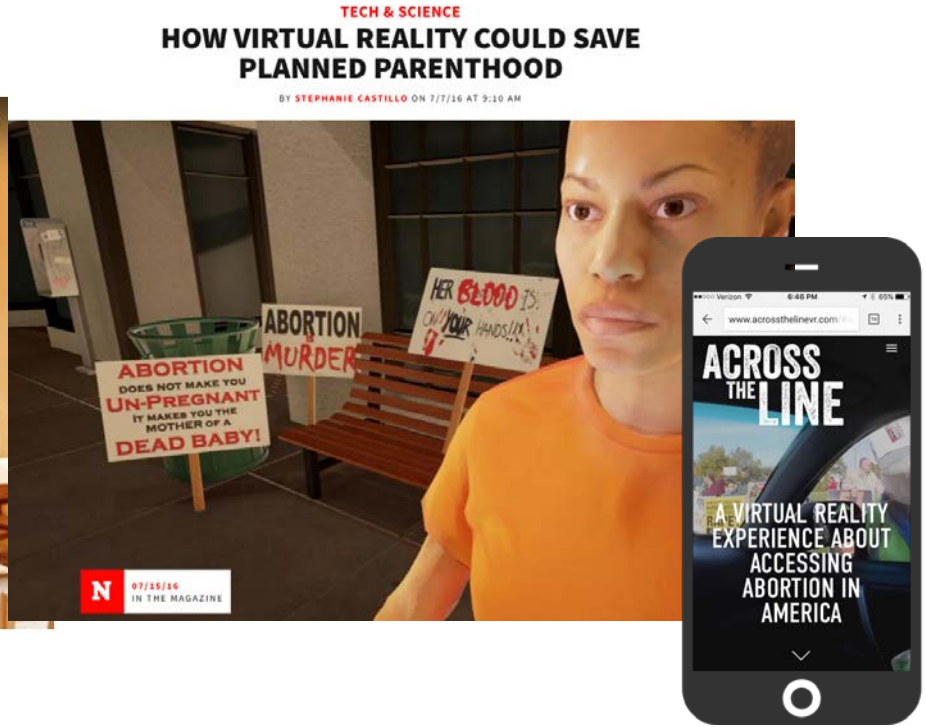
V2 | 2M views

V1 | 57M views

Confidential + Proprietary

Personalization of the issue | Pencils of Promise Planned Parenthood





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Sight, sound & motion can move undecided donors to action

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YouTube Ads: The Six Second Story

Confidential + Proprietary

YouTube Ads: The Six Second Story

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YouTube Ads: The Six Second Story

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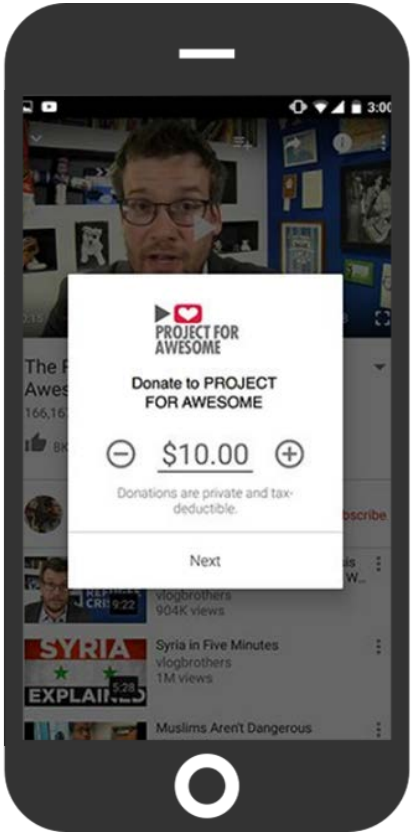
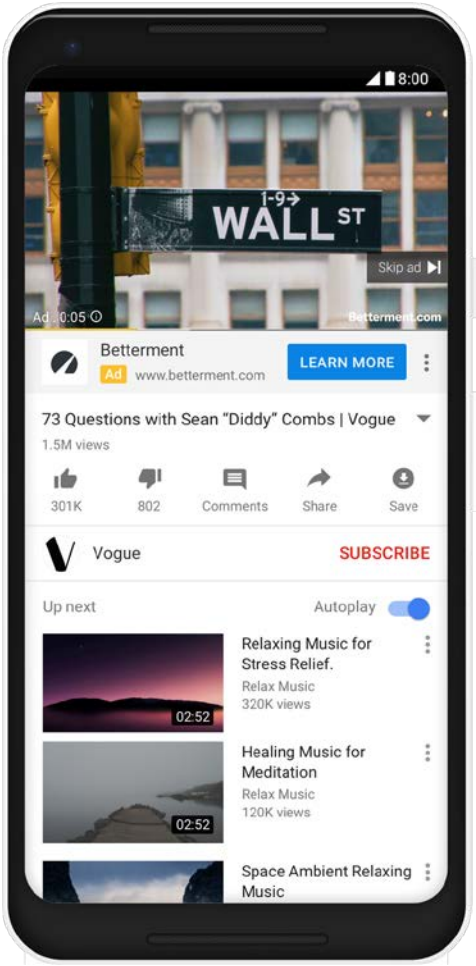
YouTube for Action





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A Charge for Marketers

seamless	magical	impactful
be there in the moment	personalization & storytelling	pivot to business outcomes

Does your organization focus on

Constituents
or
Clicks

Business Metrics
or
Media Metrics

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Clicks or Constituents

44%

of nonprofit donors drive

64%

of fundraising revenues

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Clicks or Constituents

1. **De-average your donor/volunteer/member base**
   Create “tiers” of value and allocate resources accordingly

1. **Build smart audiences**
   Use existing audience data to prospect acquisitions

1. **Build audience funnels**
   Measure the journey of **all** audiences and build a funnel for each, allocate your marketing budget appropriately

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Marketing Metrics or Business Metrics

3X Organizations that tie marketing metrics directly to business objectives are more likely to hit their goals

Forrester, 2016

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Marketing Metrics or Business Metrics

1. **Un-cap outcomes**
   Understand the limitations of media metrics that hamper otherwise positive business outcomes

1. **Unify fragmentation**
   Identify the organizational silos between divisions the create competing goals

1. **Operate in the “now”**
   Explore which historic decisions were made that might not be right for the organization now

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Thank you.