

CASE STUDY AN OPTIMISED DOOR DROP CAMPAIGN BROUGHT NEW AUDIENCES AND DONATIONS FOR RSPCA AT CHRISTMAS

BACKGROUND

Christmas is an important time for RSPCA – it is one of the charity's biggest acquisition periods.

In Christmas 2020, RSPCA's marketing agency Join the Dots ran a very successful, highly targeted Christmas campaign. In 2021, the agency's objective was to

build on this success and drive a high volume of cash donations for RSPCA's Christmas acquisition campaign through mail channels, including door drop.

SOLUTION

Based on the 2020 Christmas campaign results, Join the Dots knew that there was potential to scale door drop as an acquisition channel using volume from other deciles within the model.

In the run up to Christmas 2020, Join the Dots had profiled RSPCA donor data to understand who their typical supporters were. The profile and audience analysis suggested the bullseye target audiences that RSPCA should focus on, in terms of Mosaic Groups, were 'Prestige Positions', 'Country Living', and 'Rural Reality'. Once Join the Dots understood the audience better, they were able to build a predictive decile model using RSPCA's donor data and other sources such as Experian.

In 2021 Join the Dots enhanced this model, feeding in the responder data from 2020 and identifying which postal sectors they should target to reach people who were the most likely to donate. From this they selected the highest indexing sectors against the model and also those indexing highly against the TGI statement: 'Have donated to an animal charity in the last 12 months'.

The 2021 Christmas door drop campaign mailed across a four-week period, gathering the availability across the whole of November and selecting the postal sectors that indexed highest against the target audience from each week. Join the Dots recommended that the above the line activity was deployed ahead of the below the line activity (including the door drop) to ensure broader awareness of RSPCA was in place before the direct response campaign dropped.

As well as building on the success of the 2020 mailing, Join the Dots saw the opportunity to scale the campaign to reach new audiences. In 2020, the agency tested deciles 1 and 2 within the model, both of which performed well and at a similar response rate. Due to the positive result from decile 2 and based on the agency's experience with other clients whereby deciles lower down the model can also generate a high volume of donors cost-efficiently, the decision was made to move down the model to lower deciles. Join the Dots' recommendation was to test deciles 3 and 4 to scale door drop for the Christmas 2021 period. Learnings would be gathered to allow for further scaling across RSPCA's Christmas 2022 campaign. For both the new deciles, Join the Dots recommended testing one code for the door drop campaign – this would enable them to measure their comparative performance.

Next the agency excluded sectors that were mailed in the Summer 2021 campaign to avoid repetitive mailing and message fatigue. They also excluded people aged 75+. This was done to safeguard those who perhaps may feel pressured to give when they do not have the financial capability to do so.

The Strategic Mailing Partnership™

SOLUTION CONTINUED

The creative tested for this campaign was a cost-efficient one-piece mailer that used less paper and printed on one sheet, including the outer and removable BRE. By taking advantage of Royal Mail's Test Incentive, the agency was able to make further cost savings, making it less of a risky test. All the print was carbon balanced, and the inclusion of the Love Paper and World Land Trust logos on the Outers demonstrated this to the donors. The one-piece door drop was benchmarked against the control pack door drop of a C5 Envelope pack including a 2pp letter, 2pp donation form and BRE.

RESULTS

The campaign was a huge success – both in terms of driving donations and generating learnings for future campaigns. Not only did Join the Dots significantly over-deliver on targets, but they also broadened the scale for future campaigns with the successful testing of the lower deciles, as well as making cost savings through the one-piece mailer format.

Specifically, the 2021 Christmas campaign, over-delivered against the forecast/target number of donations by 187%; generating an additional income of £152,627 over initial forecast/target. Join the Dots' forecasts were based on response data from 2020.

The use of additional deciles within the model generated robust learnings and performed well, showing door drop can be scaled efficiently, with further opportunities still to be explored.

The test format performed similarly to the control pack in terms of ROI. The plan is to validate this result in Christmas 2022 across lower deciles within the model. If the results remain positive, then the new format will be rolled out for the whole mailing thereby significantly reducing costs.

