



Driven by Data,
Powered by People™

The 2022 Digital Landscape & Beyond

Presenters: Mary Anderson and Bethany Riley

March 16th 2022



Further is a full-service digital agency providing media buying, creative and analytics.

- ☐ Sustainer Growth
- ☐ Digital Acquisition
- ☐ Peer-to-Peer
- ☐ Lead Generation
- ☐ Advocacy
- ☐ Event Participation



Social



Display



Paid Search



Google Grant



Strategic Planning



Analytics



Creative

- The Changing Digital World
 - High level changes
 - Demise of the Cookie
 - Facebook
 - Google
- How to Navigate and Adapt Your Strategy
- Case Study: Keeping Budgets Nimble
- Case Study: Sustainer Giving
- Data 101: 1st & 3rd Party Data Sources
- Q & A



The Changing Digital World

- **Consumer behavior has changed since the pandemic**
- **Emerging channels**
- **DEI**
- **Changes in data and tracking**
 - Cookies
 - Google
 - Facebook



The End of the Cookie-Era

Advertisers are seeing an increased demand from users to have more control over their personal data & how it's being used. As a result, 3rd party cookies are quickly becoming antiquated in the wake of:

- GDPR in the EU and the California Consumer Privacy Act are acting as a future model for other privacy legislation
- Default blocking of 3rd party cookies by major browsers
- Apple's release of iOS 14.5 and App Tracking Transparency
- Additional changes are expected as shifts in data privacy progresses, likely further limiting our insight into who & how to target for best results

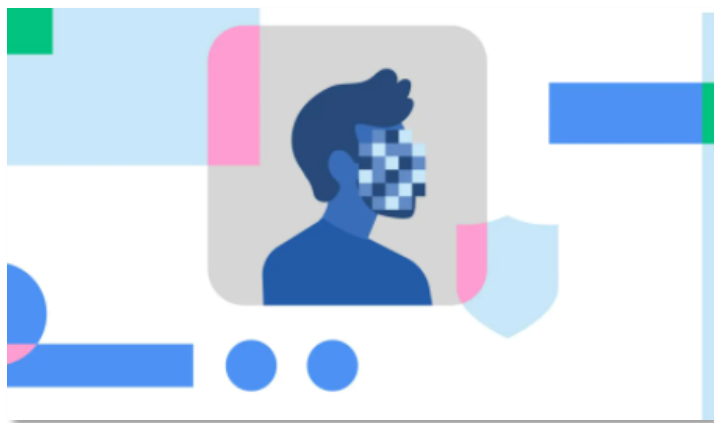
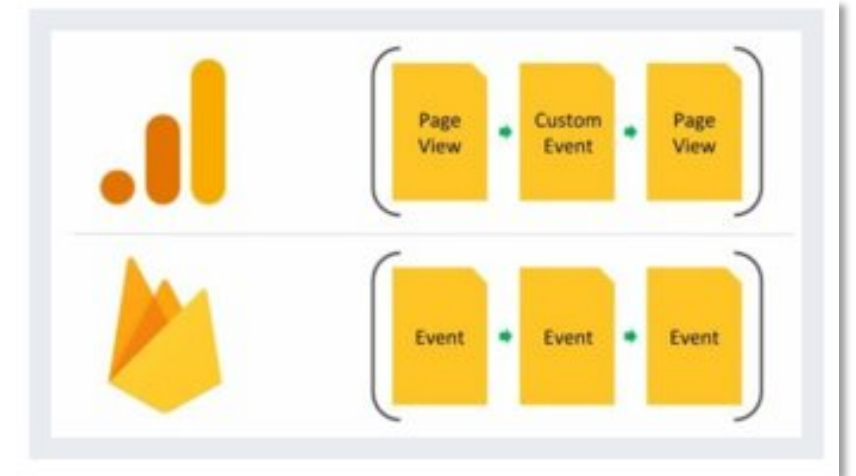


- **IOS tracking opt-in:** Last April, Apple began requiring an active opt in to tracking. The opt in for Facebook has only been around 25%, leading to a great loss of data that has significantly impacted performance. Looking at a Further cross-client comparison from December, we found:
 - CPAs up 54%
 - CTRs down 52%
 - CPMs up 18%
- **Match Rates:** The above impacts key audiences like remarketing and retention. Facebook has relayed that prior to IOS14, custom audiences matched 50-70% of all donors we uploaded into the platform. Now, they say it's gone down to as low as 30%.
- **“Sensitive” Topic Targeting Removal in Q1:** Facebook removed some interest-based targeting, related to topics “people may perceive as sensitive”, that have been key for many advertisers.



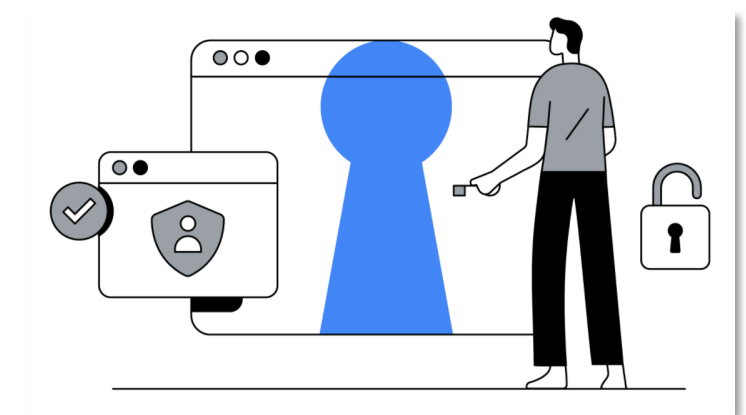
Industry Trends - Google

- **GA4:** The new version of Google Analytics (GA4) will offer a new style of measurement that can be used with or without cookies (Event Measurement Mode) and will be fully rolled out this year.



- **Topics API:** Google has announced a proposal for replacing cookies for interest-based advertising to the “Topics API”. This will select topics of interest (based on the user’s browsing history), without involving external servers, and share those topics with participating sites to choose what ad is shown.

- **Android Privacy Updates:** Google is developing new privacy-focused replacements for its advertising ID which will limit advertiser’s ability to track info about consumers. We’re anticipating this change to come in the next 2 years.





So...what do we do now?

We embrace the change! Many non-profits are still getting their feet wet in the world of digital advertising, so these changes may seem overwhelming.

But there is good news!

- Change happens swift & often in the digital world. As digital advertisers, we learn to expect changes & adapt quickly.
- While this disruption may cause uncertainty in the immediate future, in the long run we'll see cleaner data and better leads.
- Relevance is key. Create messages and experiences that are true to your organization and relevant to people, reflecting their values. This can help you create authentic, meaningful connection with donors & help drive results.



➤ Be Nimble

- ✓ This is after all, digital!

➤ Communicate

- ✓ Leadership
- ✓ Finance
- ✓ Facebook/Google reps about the impacts that this has on non-profits

➤ Experiment

- ✓ Upper funnel channels- Display, Video, Audio
- ✓ Non-branded Search
- ✓ Different data sources – leverage first party data and test 3rd party data
- ✓ Audiences



Case Study: No Kid Hungry



The Challenge:

No Kid Hungry wanted to expand their donor acquisition, and with Facebook (historically their main acquisition channel) changes rolling out in 2021, Further quickly set to work on expanding new channels and leveraging existing ones to increase scale.



The Strategy:

Through Search keyword research and in-depth audience analysis, Further saw opportunities to increase scale in non-brand search and YouTube, at a higher ROI than Facebook.

The Results:

- **4.16 last-click ROI for non-brand search in Q4**
- **63% improvement in non-brand search CPA (YoY)**
- **6% improvement in last-click CPA in YouTube vs. Facebook**



Case Study: No Kid Hungry



Takeaway: Be flexible with your budgets. These changes happen frequently and it's important to be able to adapt to them. The most important part is communicating these changes to your team and collaborating on a solution.



Case Study: Sustainer Giving



The Challenge

In 2021, NPCA was looking to expand their sustainer acquisition efforts in a new channel that would help to both drive new sustainers as well as upgrade existing donors to a sustainer gift. Facebook was the obvious choice as a starting point after a successful 1x giving campaign the previous year.



Strategy

We created a multi-prong testing strategy to ensure we were strategic in both our targeting and creative:

- Targeted key donor segments along with strategic interest & lookalike audiences
- Leveraged several tactics, including donor-centric messaging and eye-catching creative to appeal to our target audience
- Created a “sustainer goal”-focused campaign and a premium offer for new sustainers



Case Study: Sustainer Giving



Results

- Our 3 month pilot test generated a 2.56% sustainer conversion rate with a \$52 CPA
- Online sustainers generated directly from this campaign were up 38% over all online sustainers generated the previous year
- 65% of the sustainers generated were brand new to file
- After 12 months, we're seeing a strong retention rate of new sustainers generated during this campaign



Takeaway

- With major changes in the Facebook landscape hitting last year, we adapted our sustainer approach and are currently seeing a 69% increase in sustainer acquisition YoY



1st Party Data vs. 3rd Party Data



	<u>1st Party Data</u>	<u>3rd Party Data</u>
Data Source	Your Customers	Multiple Sources
Target Groups	Current Customers	New Customers
Data Quality	High	Varies
Targeting Range	Exact	Wide

- Targeting 1st party data is going to generate high returns on a low cost. However, this won't bring in new donors or leads – instead, you'll be re-engaging and retaining existing donors with this method.
- 3rd party data will allow you to find new donors that can eventually turn from prospects to leads to donors as they go through the marketing funnel.



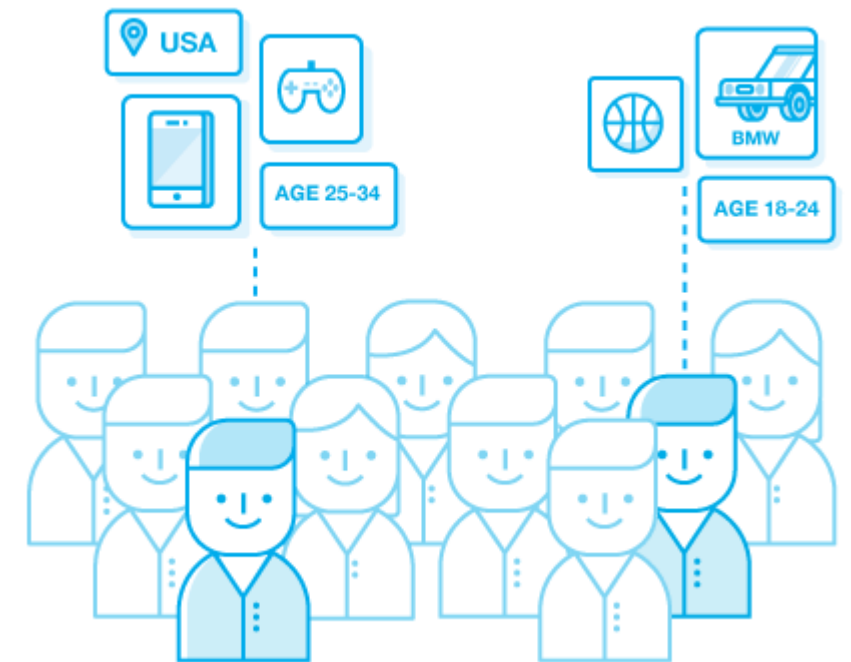
What Is 3rd Party Data?

3rd Party Data Sources: Intro

3rd-party data is purchased as audience segments to find and reach the right target groups in various advertising channels.

How to Use 3rd Party Data Sources

This will vary based on the service used, but most will allow audience uploads into both programmatic display channels and social channels such as Facebook.



Why Should We Use These Lists?

With the death of cookies and limited prospect targeting in social channels, using 3rd party data sources is a way to provide relevant prospects for your organization that are highly likely to engage.

Finding 3rd Party Data Sources



EPSILON[®]

Wiland
DELIVERING THE FUTURE™

bluekai

nielsen
.....



acxiom[®]





➤ Educate

- ✓ Yourself, your colleagues and your board

➤ Prepare

- ✓ Create a game plan for the changes that have occurred
- ✓ Work with your team & agency to develop a strategy for upcoming changes

➤ Adapt

- ✓ Test, test more and then test again
- ✓ Be prepared to fail fast & pivot
- ✓ Adjust expectations using the best resource in your arsenal – data!

Bio/Contact Information



Bethany Riley

Vice President of Client Services

briley@further-digital.com

(215) 360-5269

Mary Anderson

Director of Media Buying

manderson@further-digital.com

(631) 275-4916



Please visit www.further-digital.com for links to the resources below.

- Latest trends in the digital landscape
- Case Studies
- Creating an impactful digital strategy



Social



Display



Paid Search



Google Grant



Strategic Planning



Analytics



Creative



Thank you

