

smarter fundraising | science behind communications

The Challenge

Market research by The Smith Family revealed the importance of aligning communication to the attitudinal segment of the target audience.

A small number on their database had been surveyed but the vast bulk had not. How could Precise Value help tag segments to their mailing without expensive surveying?

The Approach

By joining the existing surveys back to the database, analysis uncovered the link to existing behaviour on the base.

A predictive model was then built to capture that relationship using statistics.

The model was run over the whole database, tagging likely segments for the best mailer.

The Outcomes

The key outcomes of this work were to:

- Identify segment propensity without costly surveying;
- Provide an inbuilt accuracy scorer to help set appropriate cut-offs;
- Enable targeted communications to be sent with known accuracy.

The Benefits

This advanced analysis delivered several benefits to the client's business:

- Boosted response rates with targeted audience communication matched to individual preferences;
- Saved vast amounts of budget on intrusive surveying;
- Delivered a proof-of-concept for marketing and IT to see the value in good data assets;
- Paved the way for similarly valuable projects such as Satisfaction prediction.

The Result

Our work enabled the Marketing Team to be more effective and work smarter not harder.

An 8:1 ROI on modelling investment was achieved.

Response uplifts of double are expected

About Precise Value

Established in 1999, Precise Value brings science to the art of communications for better business outcomes. Our analysis approach creates new value for your organisation by showing how to work smarter not harder.

