

marketingsherpa

marketingexperiments

web optimization summit 2014

Selling the Intangible

How e-commerce and subscription-based companies can learn to sell intangible value like a nonprofit organization

Tim Kachuriak

Chief Innovation & Optimization Officer

Next After

Session speaker



@DigitalDonor

Tim Kachuriak

Chief Innovation & Optimization Officer

Next After

Tim Kachuriak is the founder and Chief Innovation & Optimization Officer for Next After, a research and consulting firm that works with businesses, nonprofits and NGOs to help them grow their resource capacity. A fundraising thought leader, Kachuriak is the lead researcher and co-author of the *Online Fundraising Scorecard*, a frequent speaker at national nonprofit conferences including Social Media for Nonprofits, Association of Fundraising Professionals, the Direct Marketing Association Non Profit Federation, and a contributing author for *Fundraising Success* and *Outcomes Magazine*.

The conference that
changed my life.

#WebOpt14

web optimization
summit 2014

Experiment: Control



Control (Step 2)

Industrial Fluid Power

Solutions for a Productive
Safe Drilling Environment

Featured Offers



Catalog

Oilfield Products Catalog
[Download](#) the catalog for hose descriptions, dimensions and product numbers.



Manual

Oilfield Safety Manual
[Download](#) a manual on the proper handling, use and maintenance of rotary drilling and vibrator hose.



White Paper

Oilfield Hose Maintenance
Whitepaper
[Download](#) a white paper on oilfield hose maintenance and safety procedures to reduce downtime.

Step 2 gives visitors 3 equally weighted call-to-actions for report downloads.

Experiment: My very first experiment



Experiment ID: NA00001

Location: Next After Research Library

Test Protocol: GWBPC01

Research Notes:


Background: Email donor acquisition campaign for the George W. Bush Presidential Center.

Objective: To increase clickthrough, increase revenue.

Primary Research Question: Does this MECLABS stuff really work?

Test Design: Single-factorial A/B split test

Version A - Control



GEORGE W. BUSH
PRESIDENTIAL CENTER

Help President and Mrs. Bush advance the principles of freedom, opportunity, responsibility and compassion. [Become a Charter Member of the George W. Bush Presidential Center today!](#)

Dear Friend,

I don't have to remind you how America was tested time and again—at home and abroad—during the eight defining years of the George W. Bush presidency.

The difficult decisions President Bush made in the face of each challenge were rooted in the core principles he held throughout his years of public service—the fundamental values that have guided America since her founding: **Freedom . . . Opportunity . . . Responsibility . . . Compassion.**

Now President and Mrs. Bush—with the support of many patriotic Americans like you—are taking on a new challenge. They are continuing their personal commitment to advancing these enduring principles through the George W. Bush Presidential Center.


The Center will uniquely integrate the records of a national archive, the thematic exhibits of a presidential museum, and the intellectual capital of a research-based policy institute to transform ideas into action.

The George W. Bush Presidential Center will continue to advance the ideals and core principles that shaped his presidency during a defining period in America's history.

Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

Thank you for your support.

Sincerely,




Hon. Mark Langdale
President
George W. Bush Foundation

**BECOME A
CHARTER MEMBER
TODAY**

Version B - Treatment

141% increase in clickthrough rate
38% increase in revenue



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George W. Bush Foundation

**BECOME A
CHARTER MEMBER
TODAY**

Original

Please accept this invitation to [stand with President and Mrs. Bush by making a tax-deductible online contribution now.](#)

Optimized

Please accept this invitation to [become a Charter Member of the George W. Bush Presidential Center.](#)



141% increase in clickthrough

38% increase in revenue

Experiment: Results



141% increase in clickthrough rate

38% increase in revenue.

Email Version	CTR
Control – “Make a tax-deductible contribution”	0.8%
Treatment – “Become a charter member”	1.9%
Relative Difference	141.3%



What You Need to Understand: Small changes to the right elements can produce dramatic results. By increasing the force of the value proposition, we inspired more clicks and received more donations.

This could change everything.

#WebOpt14

web optimization
summit 2014

Optimizing email registration

Version A - Control

AdoptionWorks™
Adoption services and pregnancy counseling

Already Registered? [Login Here](#)

How We Can Help You | How You Can Help Us



Need Help Now?
Call 1-800-375-2229
Or Email Us

For Immediate Help with Unplanned Pregnancy or Adoption Information

If you are experiencing an unplanned pregnancy, adoption may be the most unselfish choice and the best choice for you and your child. There are a number of varying circumstances that surround a birth parent's decision. Regardless of your individual situation, AdoptionWorks has a qualified, compassionate staff that can help you through your pregnancy.

If you are a loving Christian family who wants to adopt, the AdoptionWorks staff will provide support through educational seminars, counseling, referral services, and support groups.

For this assistance call AdoptionWorks, a Texas infant-adoption agency licensed to place children up to 17 years of age. But even before you meet with us, please take advantage of our easy-to-read, practical articles that will give you a head start.

Please [click here](#) or on the button below to complete a short registration form and get instant access to these articles in the AdoptionWorks Adoption Service Resource Center!

Domestic Adoption Orientation Meetings

Register Today!

Register Now!

About AdoptionWorks

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Help women facing unplanned pregnancies—including guiding them through the loving choice of adoption in a supportive and nonjudgmental manner
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Get the featured resources:
[Placing Your Baby for Adoption](#)
and
[Initial Steps for Potential Adoptive Parents](#)

From AdoptionWorks Adoption Service Resource Center

Need Help Now?
AdoptionWorks is a Texas licensed child-placing agency that assists birth parents and adoptive families in a fulfilling and positive adoption experience.
972.960.9891 or 800.375.2229
birthparents@adoptionworks.org
6300 LBJ Freeway, Suite 120
Dallas, TX 75240
Fax: 972.960.0058

CounselingWorks
CounselingWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving individuals, couples, and families.

GriefWorks
GriefWorks helps children ages 5-18 grieve the loss of a loved one in a way that brings them closer to answers they are seeking, closer to others, and closer to a place of healing and peace.

KidWorks
KidWorks is a nonprofit Dallas Christian Family Counseling and support ministry serving kids to children ages 5-18—children whose parents are divorcing or who have divorced.



Version B - Treatment

42% increase in registration rate

AdoptionWorks™
Adoption services and pregnancy counseling


How We Can Help You | How You Can Help Us

If You Are Considering Adoption, We Have Resources That Can Help

AdoptionWorks is a Texas adoption agency. With more than 40 years of experience, we:

- Provide free online resources to families considering adoption
- Find screened, qualified, loving families for children who are available for adoption, and take care of managing the process
- Assist couples who want to adopt children, domestically and internationally
- Are licensed to place children up to 17 years of age

Our experienced, expert staff wants to help you by providing free online resources through our AdoptionWorks Resource Center. These resources are specifically designed to help you navigate the process of adoption and give you the information that you need to take the next step. And the best part—it's completely free.



Get Instant Access to the Free AdoptionWorks Resource Center

Featured Resources Include:

- ✓ Initial Steps for Potential Adoptive Parents
- ✓ Positive Adoption Language
- ✓ Ways to Cultivate Bonding and Attachment
- ✓ Why Bonding and Attachment is so Important

Get Instant Access ▶

"The resources on the site provide useful information, and especially help clarify the sometimes intimidating adoption process."

Clarence from Cedar Hill, TX


Need Help Now?
For help with unplanned pregnancies or for adoptions, please contact us:
972.960.9891 or 800.375.2229
birthparents@adoptionworks.org
6300 LBJ Freeway, Suite 120
Dallas, TX 75240
Fax: 972.960.0058

AdoptionWorks
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#WebOpt14

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summit 2014

Optimizing email appeals

Version A - Control



98.5
KTIS

Helping to Make a Difference

Your gift can change a life

Dear Ben,

Maybe you know somebody like Mandy—maybe a neighbor or relative who's going through a rough patch.

What would you share to make a difference in that person's life? Before you answer, think about this: God sees the generosity of KTIS ministry partners—faithful listeners like you—to reach the Twin Cities with the life-changing power, strength and comfort of His Word.

And there are a lot of people who need to know they can lean on Him when they're weary.

These are people like Mandy, who recently wrote to say she has struggled in the past year. Her dad died, and adding anxiety to heartbreak—her job situation is shaky.

Then, she wrote, the Lord touched her heart:

"I found this station... and through the music and ministry... I am constantly reminded that I have a big, loving God who is in control. He knows what lies ahead of me and promises He will never leave me."

The words are right out of Scripture: "Never will I leave you, never will I forsake you" (Hebrews 13:5).

That is the uplifting impact your gift to the KTIS Spring SHARE Fundraiser will have...

It supports the music and ministry that carry His Word to people who desperately need to hear it.

Your prayers and gifts have helped fund the operating budget over the past nine months. Still, a great need remains to fund the remaining three months.

If you're compelled to make a difference by sharing your blessings, please consider a Spring SHARE Fundraiser gift before the on-air event ends on March 21.

You have my personal assurance that we faithfully steward your generosity and ensure that it serves His purpose by reaching believers and seekers alike with...

- ... music and creative expressions of praise and thanksgiving
- ... programming that is solidly grounded in His Word
- ... outreach ministries that encourage listeners to joyfully engage in Kingdom work to strengthen families and build strong communities

Thank you in advance for your faithful and generous partnership with this vital, vibrant ministry.

In Him,



Paul H. Vain
Station Manager

P.S. Will you please consider a Special Leadership Gift to inspire others during the Spring SHARE? An immediate financial gift would be a blessing.

Please follow this link to a secure giving Web site. Thank you.

KTIS • 3003 Snelling Avenue North • Saint Paul, MN 55113-1598 • 651-631-5000

Version B - Treatment

257% increase in clickthrough rate

Real people. Real ministry. Real change.



98.5
KTIS

Helping to Make a Difference

Dear Ben,

We often hear wonderful reports of the lives that the Lord is changing through the ministry of 98.5 KTIS/Faith 900 AM. A young woman called to tell us about the lifesaving message she heard one morning. [Please take a moment to listen to her story here.](#)

As a friend and partner of this ministry, you are involved in each and every changed life!

Spring SHARE is about to begin on March 22. Be sure to tune in and listen to other incredible, encouraging stories like this one that will be shared during this special time!

In Him,



Jason R. Sharp
Station Manager

P.S. Your prayers and monthly financial gifts are vital to everything we do. Because you are a partner and friend, will you please consider a Special Leadership Gift to inspire others to be generous during the 2011 Spring SHARE fundraiser? Thank you!

KTIS • 3003 Snelling Avenue North • Saint Paul, MN 55113-1598 • 651-631-5000

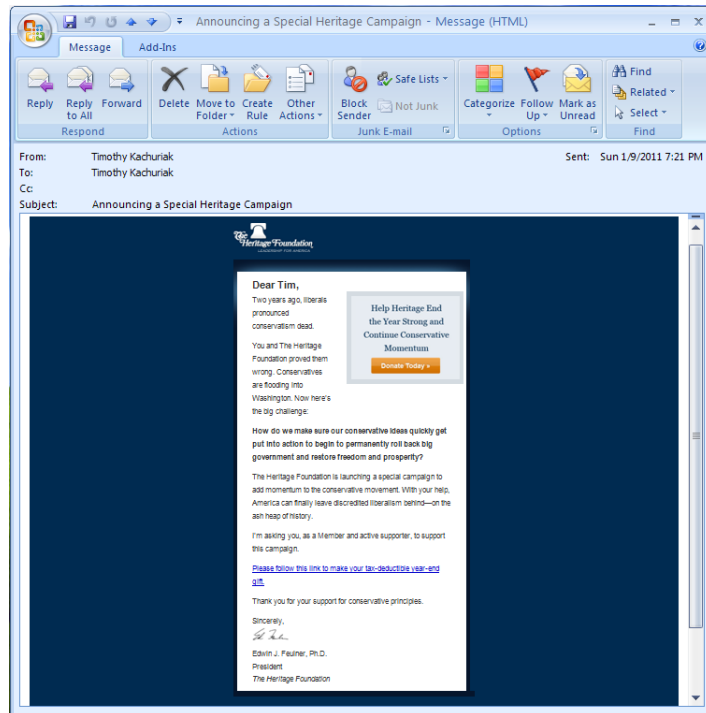
This message was intended for: bdyer@kma.com | [Update Your Preferences](#) | [Unsubscribe](#)

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web optimization
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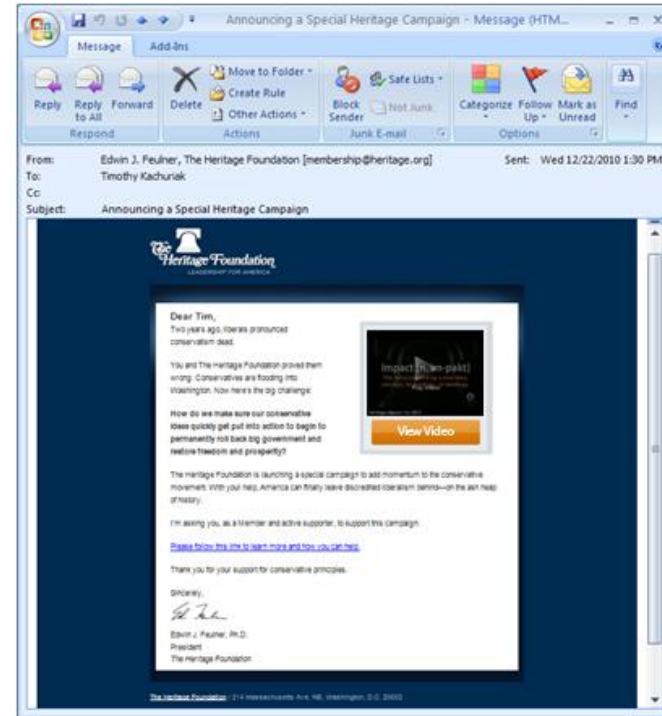
Optimizing email appeals

Version A - Control



Version B - Treatment

369% increase in clickthrough rate
121% increase in revenue



Optimizing donation pages

Version A - Control

The screenshot shows the Texas State Historical Association membership page. At the top, there is a navigation bar with links for 'The Handbook of Texas', 'Bookstore', 'Education', 'Southwestern Historical Quarterly', and 'Texas Almanac'. Below this is a header for 'Texas State Historical Association Membership' with a '0 Items' cart icon and a phone number '(240) 369-5243'. The main content area features a red star logo and the text: 'You are invited to join the thousands of others who believe in creating a future for your past. Choose a membership level below:'. Below this is a carousel of four membership options: 'Friend', 'Institutional', 'Contributor', and 'Sponsor', each with a representative image. Further down, there is a section titled 'WE WROTE THE BOOK ON TEXAS HISTORY' with a paragraph about the organization's history since 1897. Below the text is a large graphic with the text 'THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!' and 'ROBERT LOEPPA IS NOW LEZLY HELLWEGER'. At the bottom, there is a 'DONATE' button and a 'Bookstore' link.

Version B - Treatment

146.5% increase in donor conversion rate

111% increase in revenue

The screenshot shows the Texas State Historical Association membership page (Version B - Treatment). It features a large, high-quality background image of a sunset over a field. At the top, there is a red star logo and the text 'GET INSIDER ACCESS to the Handbook of Texas History Online in the Nation'. Below this is a section titled 'Who are the people who give and support? They are the thousands of others who believe in creating a future for your past. Choose a membership level below:'. Below this is a carousel of four membership options: 'Friend', 'Institutional', 'Contributor', and 'Sponsor', each with a representative image. Further down, there is a section titled 'WE WROTE THE BOOK ON TEXAS HISTORY' with a paragraph about the organization's history since 1897. Below the text is a large graphic with the text 'THE FUTURE OF TEXAS HISTORY IS NOW JOIN TODAY!' and 'ROBERT LOEPPA IS NOW LEZLY HELLWEGER'. At the bottom, there is a 'DONATE' button and a 'Bookstore' link.

Not this

Join the growing movement for more freedom, limited government, and America's founding principles.

Advancing the tradition of liberty

Providing solutions for America

Join Heritage Today!

But this

137.8% increase
in donor conversion

Join the growing movement for more freedom, limited government, and America's founding principles.

Join Heritage Today!

Donor selection options:

- Donor Member: \$25.00
- Supporting Member: \$50.00
- Patron Club Member: \$100.00
- Emerging Member: \$250.00
- Young President's Club Member (under 40 only): \$250.00
- President's Club Member: \$1,000.00
- Other: \$

Your Address:

First Name:

Last Name:

City:

State:

Country:

Street Address:

Postal Code:

Day:

Source Credit Card Payment:

Credit Card Number:

Expiration Month:

Expiration Year:

COMPLETE MY MEMBERSHIP

The difference between for-profit and nonprofit.

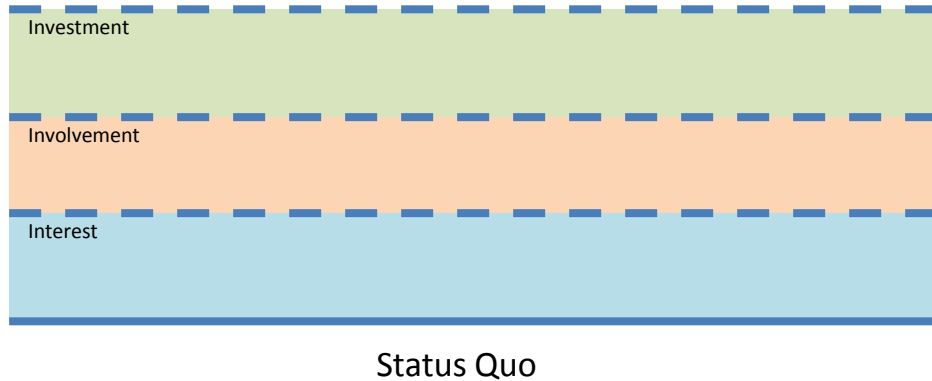


Sparkline of a donation

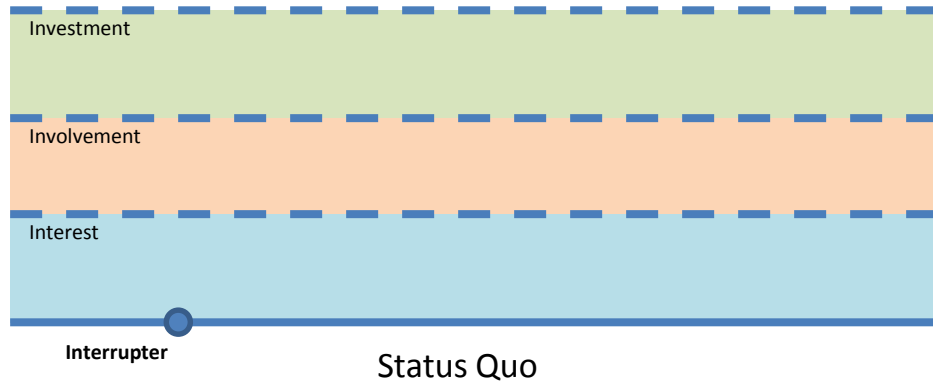


Status Quo

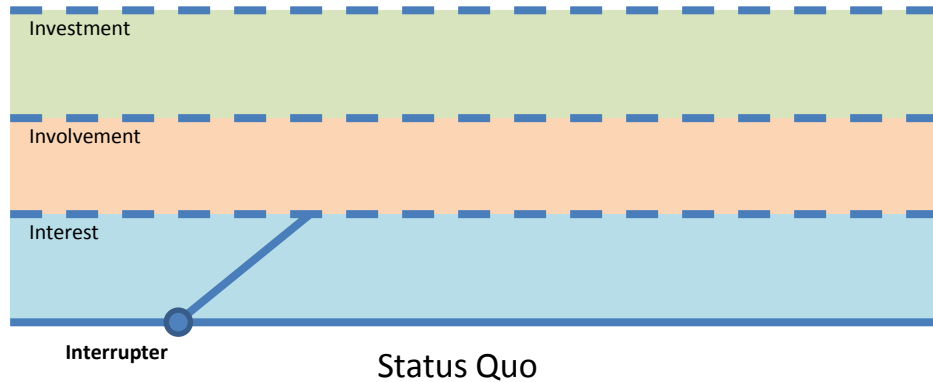
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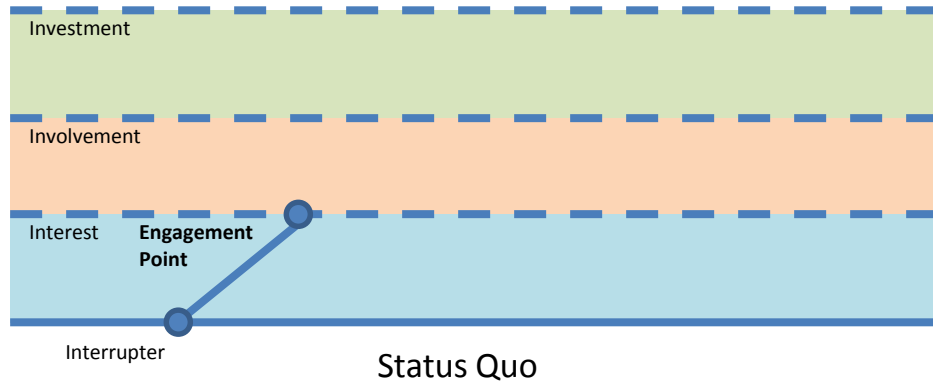
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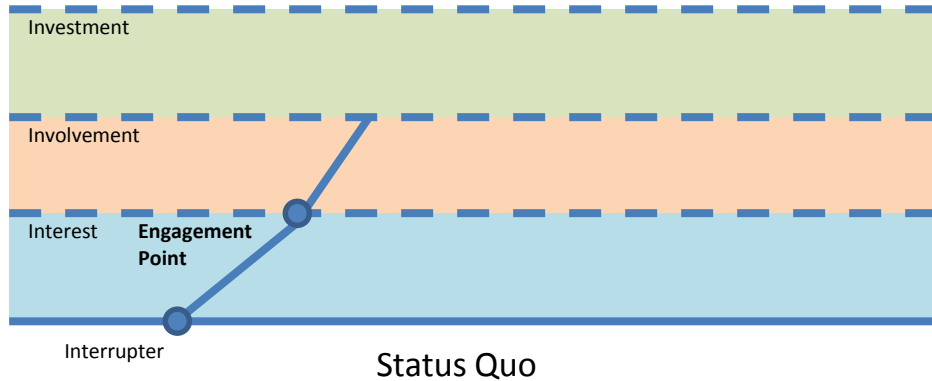
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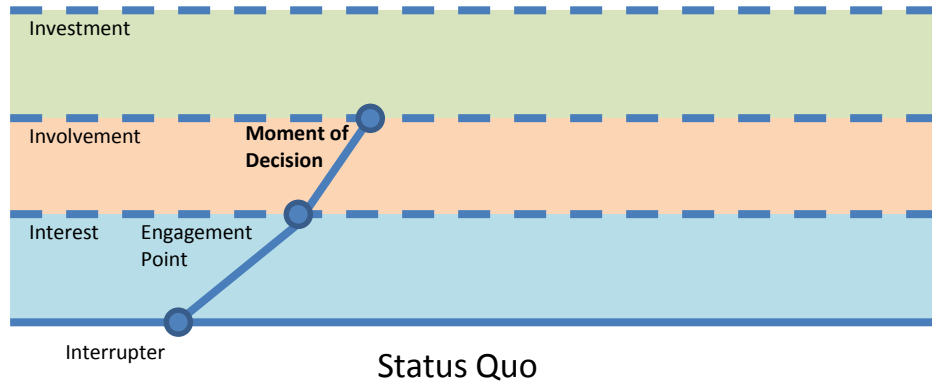
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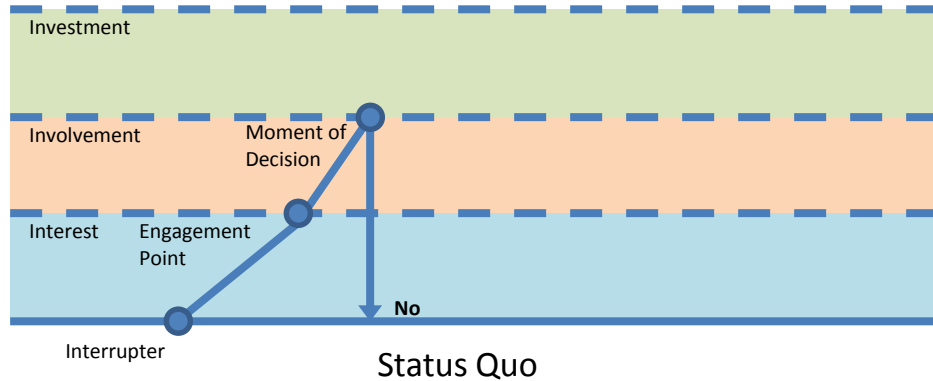
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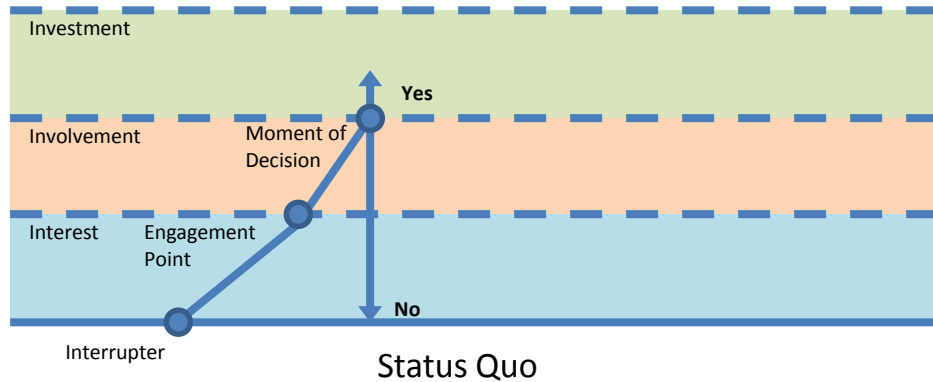
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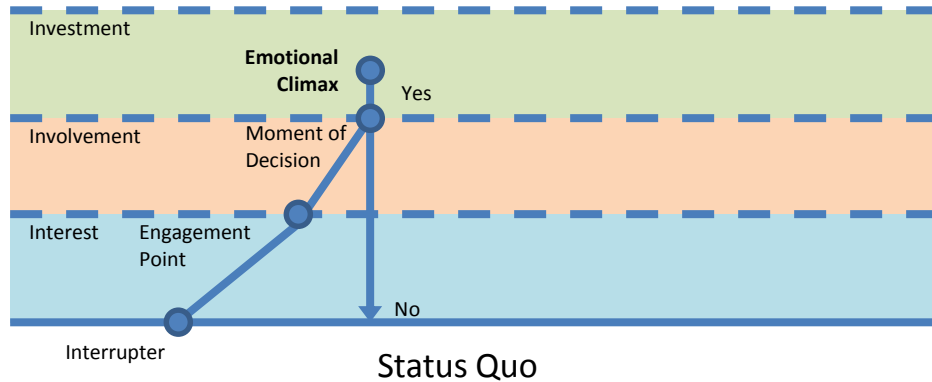
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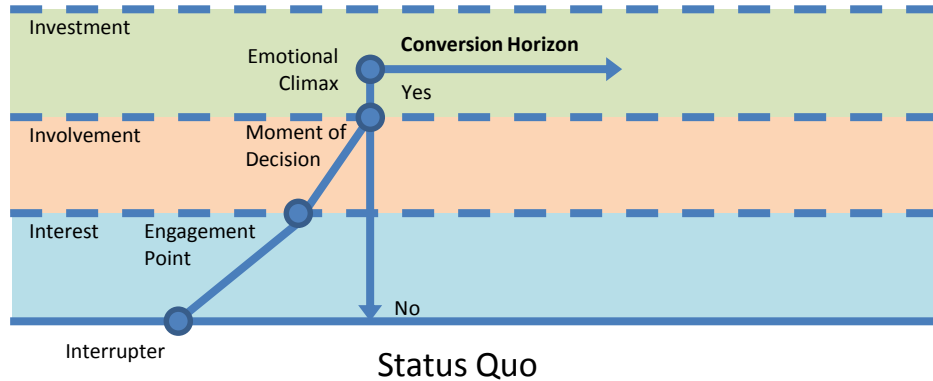
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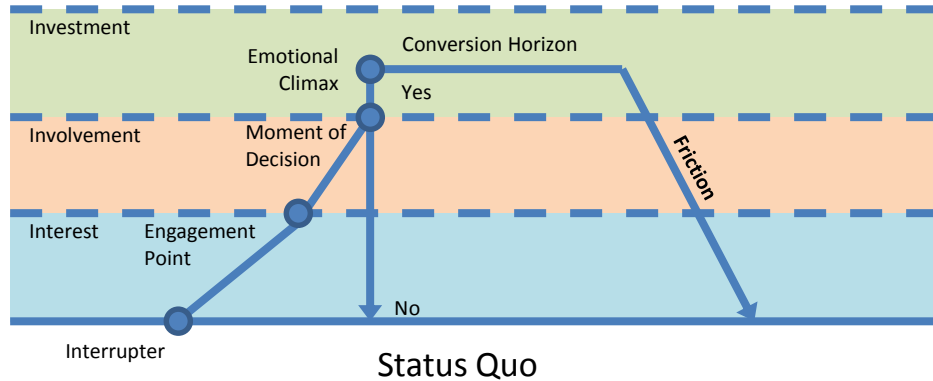
Sparkline of a donation



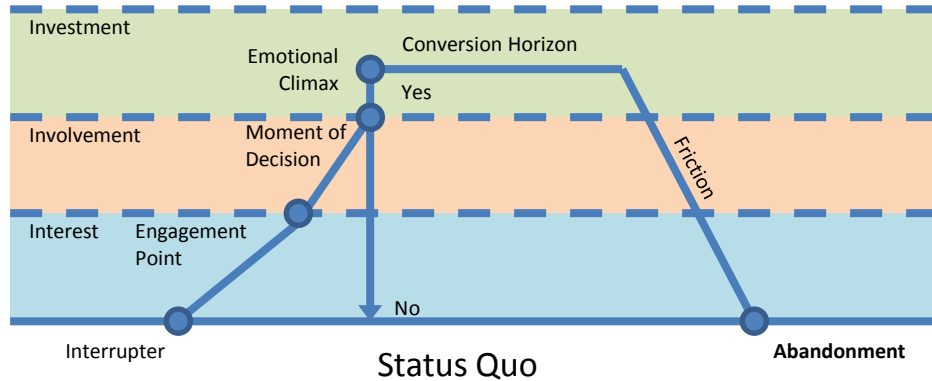
Sparkline of a donation



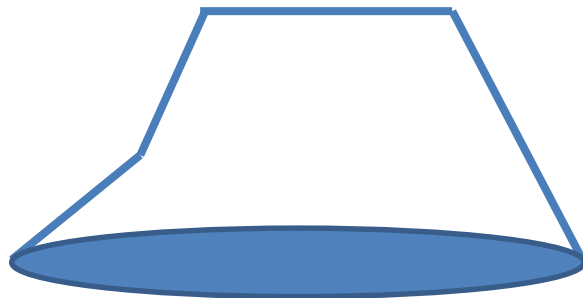
Sparkline of a donation



Sparkline of a donation



The inverted donation funnel



People don't just buy what you do, they buy why you do it.

– Simon Sinek

You already sell intangible value every day.



Email value proposition assessment

Desire

- 0 – No interest
- 1 – Possible interest
- 2 – High interest

Exclusivity

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

1. Rank the ideal customer's **desire** level for the offer associated with the email capture.
2. Rank the **exclusivity** of the offer associated with the email capture.
3. Multiply the two integers.
4. If the total is less than 2, re-craft your offer.

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Preparing and Getting Trained

Getting Assistance

Giving and Getting Involved

Working with the Red Cross

Your Local Red Cross



Find Heat Safety Tips in the Red Cross First Aid App

Free for iPhone and Android
Get yours now.



Find your local Red Cross



Contact your local Red Cross to:

- Donate Blood
- Volunteer
- Host a Blood Drive, and more...

Red Cross News



Posted in [News](#) 7/23/12

Red Cross Continues to Provide Colorado with Community Support

Red Cross opened shelter for approximately 100 residents; mental health support ongoing.

[More](#)



Posted in [News](#) 7/23/12

Please Give Blood Now

Blood donations are at their lowest in 15 years.

[More](#)



Posted in [The Blog](#) 7/20/12

Colorado Tragedy: A Day For Hugs

The shootings that happened in Aurora, Colorado were horrific. This event left our staff and volunteers feeling the same as many across the United States. We ask ourselves, "How can something like this happen?" but have no real answers... just the feeling of shock and disbelief. Our hearts go out to all affected by this senseless [...] [More](#)

253k

[More Red Cross News](#)

Red Cross Video



How to Get Help

- National Shelter System [Find a Shelter](#)
- Safe and Well (Domestic Disasters Only) [List Yourself or Search Registrants](#)
- Local Information [Contact Your Local Chapter](#)
- International Family Links Website [Search and Register](#)

How to Help Victims of Disasters

- 1 Donate Now
- 2 Volunteer Your Time
- 3 Give Blood



Join Us Email Zip Code

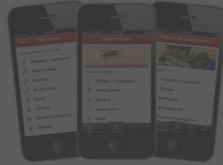
Preparing and Getting Trained

Getting Assistance

Giving and Getting Involved

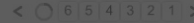
Working with the Red Cross

Your Local Red Cross



Find Heat Safety Tips in the Red Cross First Aid App

Free for iPhone and Android
Get yours now.



Find your local Red Cross



Enter your zip code

Contact your local Red Cross to:
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Like (253k)

[More Red Cross News](#)

Red Cross Video

Pool Safety PSA

Share



How to Get Help

National Shelter System

[Find a Shelter](#)

Safe and Well (Domestic Disasters Only)

[List Yourself or Search Registrants](#)

Local Information

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International Family Links Website

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How to Help

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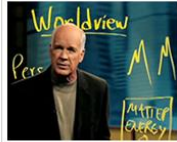
The Business of Abortion



00:00 / 28:31

Buy Now

Like 7 likes. Sign Up to see what your friends like.



New *How True is Your View?* DVD now available


Get a sneak peek of this Exclusive new teaching DVD with Dr. Del Tackett.

BECOME A CROSS EXAMINE INSIDER

SIGN UP TODAY! Its free.

How True is Your View?

Discover how what you believe influences what you do



▶ EXPLORE YOUR WORLDVIEW


Become An Insider

Get instant FREE access to past episodes and extended teaching, when you sign up to become a Cross Examine Insider.

▶ SIGN UP TODAY

Help Transform Our World

Learn how your partnership can make a difference






▶ PARTNER WITH US

Connecting Real Life to Biblical Truth

Do you see the world the way Christ sees the world? That's the question Cross Examine helps you answer each week as it brings you stories that link real life to biblical truth. The goal is "to help viewers examine everything in life through the lens of the cross of Jesus Christ," says Cross Examine co-host John Rabe.

The problem is that so few of us look at life that way. Just 9 percent of Americans have a biblical worldview, according to Barna Research. And that's the crisis

CONNECT WITH US






Updates from Del's blog

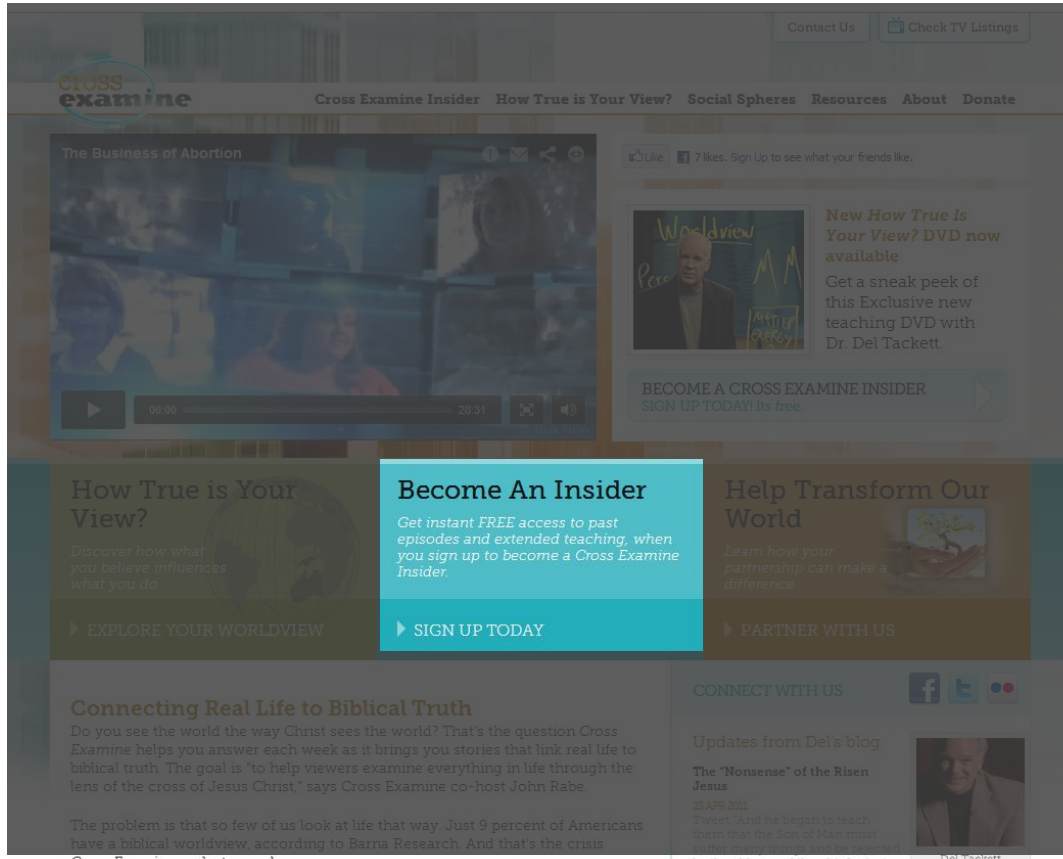
The "Nonsense" of the Risen Jesus

23 APR 2011

Tweet 'And he began to teach them that the Son of Man must suffer many things and be rejected



Del Tackett



Become a Cross Examine Insider!

Want more Cross Examine and Del Tackett? Signup to become a Cross Examine Insider today and get instant FREE access to exclusive worldview content you won't find anywhere!



By becoming a CE Insider, you will receive:

- ✓ Special "Behind the Scenes" footage including *The Making of Cross Examine*
- ✓ Extended teaching and interviews from Del Tackett that are not aired on TV
- ✓ An Insider's sneak peek of the compelling special *How True Is Your View?*
- ✓ A virtual backstage pass to "After Hours with Del and John", an Insider exclusive
- ✓ Complete unlimited access to past episodes of Cross Examine
- ✓ A subscription to our content-packed weekly eNewsletter, *Weekly Worldview*
- ✓ And much more!

Create a new account

First Name Last Name

Address

Country

City State Postal Code

Email Address

Yes, subscribe me to the Cross Examine newsletter



CHECK OUT TV LISTINGS
for Cross Examine in your area



BROWSE OUR
RESOURCE
LIBRARY

*To help you
explore a Biblical
Worldview*



HAVE FEEDBACK?
We'd love to hear from you!

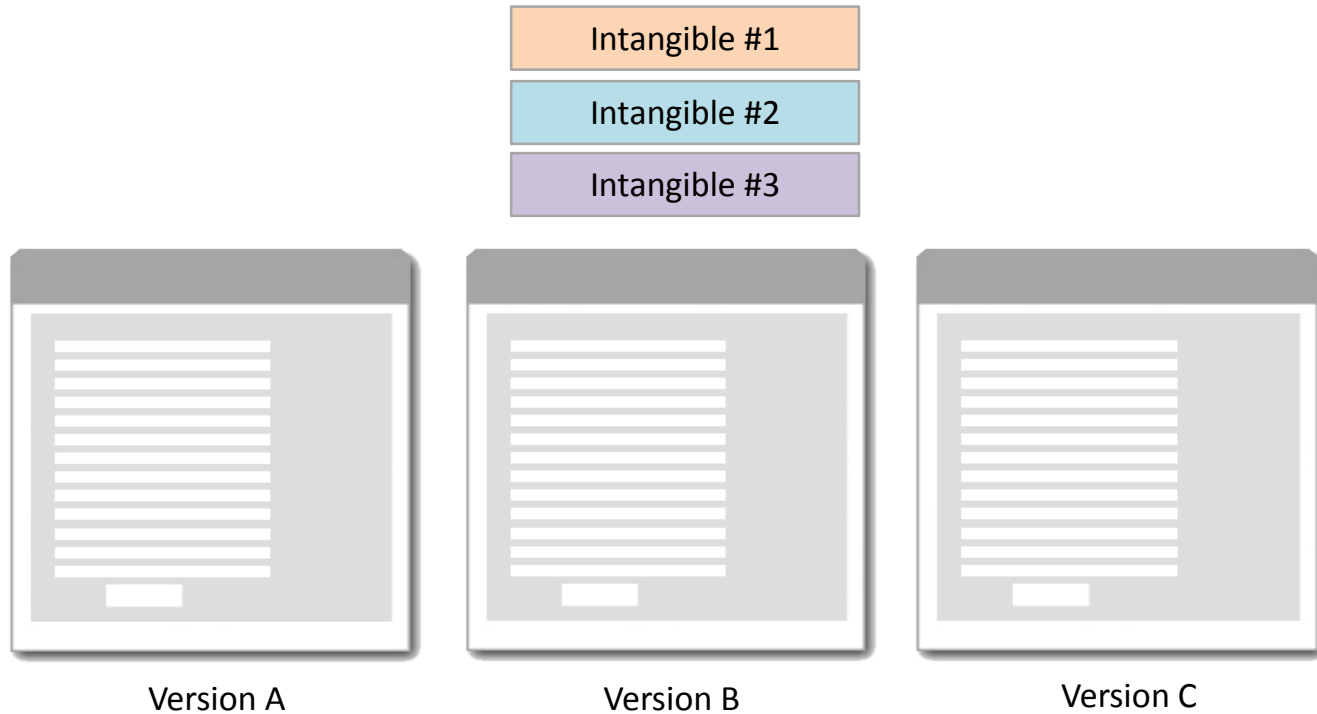


*A higher standard.
A higher purpose.*

Identifying types of intangible value

- Save time
- Save money
- Convenience
- Variety
- Peace of mind
- Self-esteem
- Pleasure

Using the Web as a living laboratory



Experiment: Adding exclusivity to appeals



Experiment ID: NA00913

Location: Next After Research Library

Test Protocol: THF032

Research Notes:

Background: The Heritage Foundation is a think tank in Washington, D.C.


Objective: To increase clickthrough in emails, increase sign-ups for recurring giving program.

Primary Research Question: How does exclusivity affect conversion rate?

Test Design: Single-factorial A/B split test

Optimizing email appeals

Version A - Control



Dear %%first%%,

The battle we conservatives are fighting will be hard-fought and long. The Obama administration will continue to wage war with distortions and misconceptions, bolstered by the liberal stranglehold on our nation's media.

As the fight intensifies, some conservatives might compromise as a shortcut to victory. These individuals believe in the conservative cause, but lack the dedication, interest, or vision to be able to see it through the trying times of liberal administration.

You know better than that.

You know that to get America back on track, we have to stand up for what's right, not just what's convenient. That's why **The Heritage Foundation will never rest in our fight for the conservative principles that made this nation great.**

[When you join the Heritage Foundation's Leaders Club](#), you will send a firm message to Washington that you will not stand for more big-government liberalism . . . and that **you will not rest until conservative victory is secured.**

Our Leaders Club isn't for everyone. We understand.

[Do you have what it takes to lead?](#)


Thank you for standing up for what you believe -- what we both believe -- and for proving your faith in America's revival.

Sincerely,

Version B - Treatment

137% increase in clickthrough rate

100% increase in donations



Dear %%first%%,

Our Leaders Club isn't for everyone. We understand.

Not everyone is willing to stand up to the increasing challenges conservatives face day in and day out.

Not everyone is willing to commit, in the face of intense opposition, to the principles that made our country great.

Not everyone is a leader -- but I think you are.


[That's why I am inviting you to become a part of The Heritage Foundation's Leaders Club.](#)

Please accept this unique opportunity right away. We have a goal of adding 500 new Leaders Club members by midnight tonight.

[Please join the Leaders Club today.](#)

Thank you for standing up for what you believe -- what we believe -- and for proving your faith in America's revival.

Sincerely,



Experiment: Results



137% increase in clickthrough rate

100% increase in donations.

Email Version	CTR
Control – “Make a tax-deductible contribution”	2.6%
Treatment – “Become a charter member”	6.1%
Relative Difference	136.9%



What You Need to Understand: By selling the intangible value of self-esteem, clickthrough rate increased by 137% and revenue increased by 100%.

How do we optimize revenue?

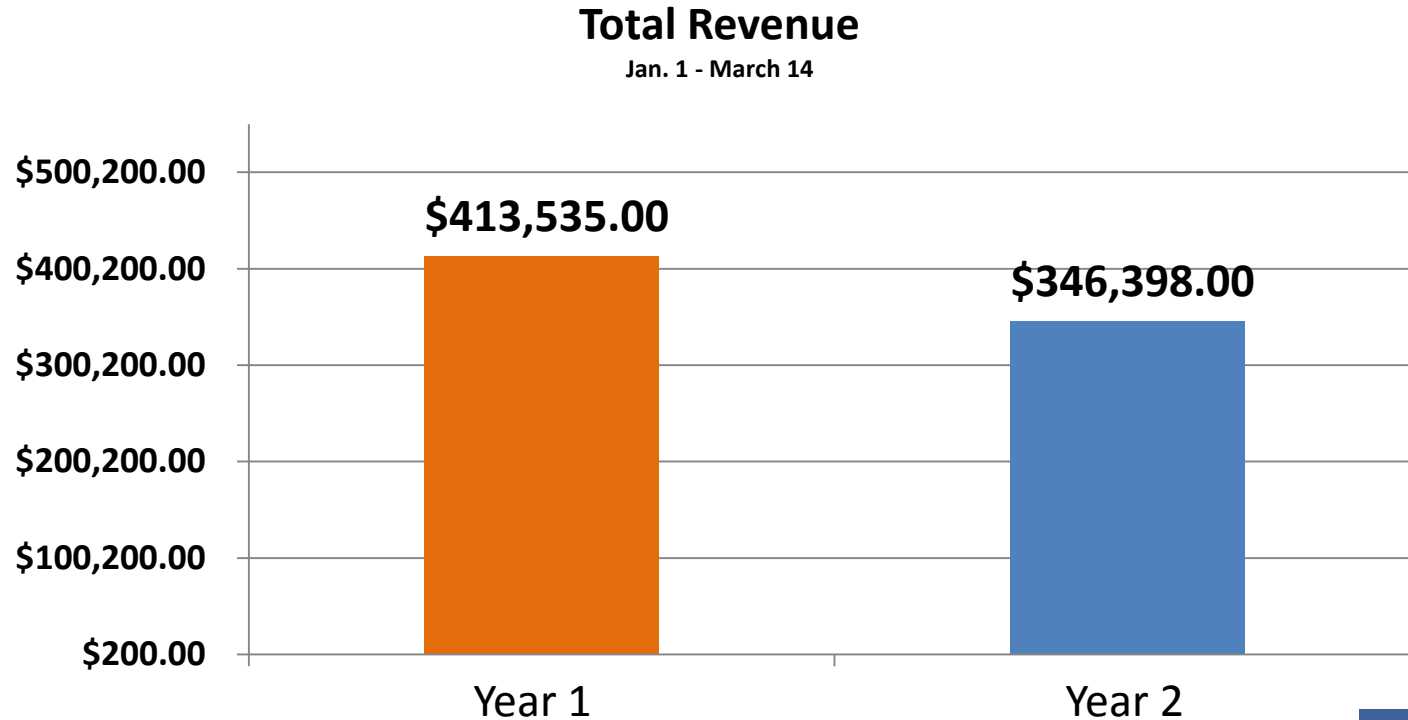


Your CEO likes this.

Three problems related to maximizing revenue

- The Macro-Distortion Problem: “Revenue is down. **Fix it!**”
- The Analytics Problem: We focus on the **wrong data** points.
- The One-Trick Pony Problem: **CRO is not enough.**

Campaign revenue is **down 16%**



End of Q1, year 2 – total revenue was **down 16%**

- Average gift was **down 14%**
- Number of total visitors was **down 58%**
- Donor conversion rate was **up 121%**

Factors influencing revenue

Positive factors

- Converting donors at a higher rate
 - Donor conversion rate up 121%

Negative factors

- Web traffic fallen off sharply
 - Total visitors down 58%
- Donors giving at a lower level
 - Average gift down 16%

Optimizing sources of traffic

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
183,083 Previous: 439,793 (-58.37%)	2.09 Previous: 1.90 (10.05%)	00:02:17 Previous: 00:01:46 (29.29%)	71.85% Previous: 79.18% (-9.27%)	53.03% Previous: 58.71% (-9.87%)	
Medium	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(none)					
January 1, 2010 - March 16, 2010	59,509	2.03	00:02:16	60.75%	54.72%
January 1, 2009 - March 16, 2009	134,473	1.89	00:01:59	76.19%	57.19%
% Change	-55.75%	7.12%	13.65%	-20.27%	-4.31%
Banner					
January 1, 2010 - March 16, 2010	35,813	2.14	00:02:17	76.85%	53.99%
January 1, 2009 - March 16, 2009	181,211	1.92	00:01:36	80.95%	59.74%
% Change	-77.91%	11.56%	43.99%	-5.06%	-9.61%
opc					
January 1, 2010 - March 16, 2010	33,429	2.07	00:01:57	83.77%	56.04%
January 1, 2009 - March 16, 2009	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
organic					
January 1, 2010 - March 16, 2010	30,450	2.41	00:02:59	70.39%	43.37%
January 1, 2009 - March 16, 2009	58,513	2.13	00:02:22	77.11%	50.27%
% Change	-47.96%	13.11%	26.15%	-8.72%	-13.74%
referral					
January 1, 2010 - March 16, 2010	19,820	1.79	00:02:05	79.07%	52.79%
January 1, 2009 - March 16, 2009	59,730	1.65	00:01:19	82.61%	67.25%
% Change	-67.15%	8.29%	57.73%	-4.28%	-21.50%

Data > methodology > strategy

- Series of experiments to increase average gift amount
- Develop new sources of online traffic
- Increase force of value proposition on-air through new offers/different messaging

End of Q3, year 2 – total revenue was up 21%

- Average gift was up 6.62%
- Number of total visitors was down 32%
- Donor conversion rate was up 88%

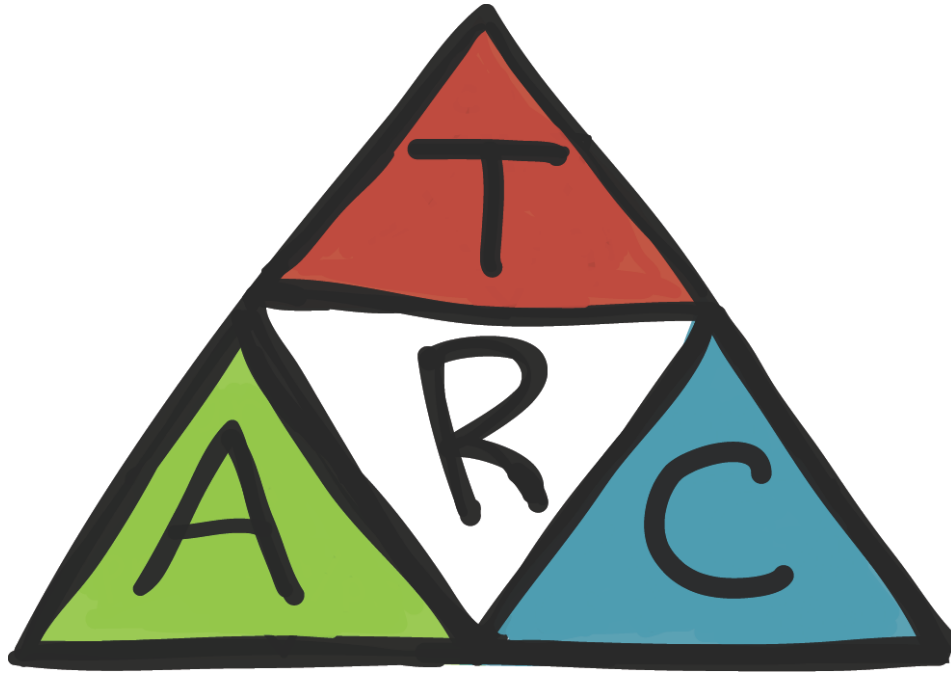
End of year 2 – total revenue was **up 23%**

- Average gift was **up 1.6%**
- Number of total Web visitors was **down 3.9%**
- Donor conversion rate was **up 26.1%**

Sources of Web traffic

Medium	Visits	Visits	Visits	
Summary Metrics				
Visits 1,309,564 Previous: 1,365,096 (-4.07%)	Pages/Visit 1.85 Previous: 2.01 (-7.70%)	Avg. Time on Site 00:01:52 Previous: 00:01:50 (1.66%)	% New Visits 72.79% Previous: 72.83% (-0.05%)	Bounce Rate 60.24% Previous: 56.83% (5.99%)
Medium	Visits	Visits	Visits	
cpc	300,641		797.41%	
(none)	289,949	-40.06%		
Banner	195,076	-43.83%		
referral	158,529	-19.32%		
organic	131,004	-44.24%		
Email	107,931		358.91%	
textlink	87,421		100.00%	
email	30,555		100.00%	
Survey	3,633		100.00%	
socialmedia	2,014		100.00%	

The flux capacitor of revenue maximization



Impact of revenue optimization

	Baseline	26.2% in 1 area	26.2% in 2 areas	26.2% in 3 areas
Web traffic	100,000	100,000	126,200	126,200
Conversion rate	2.00%	2.52%	2.52%	2.52%
Avg. order value	\$70.00	\$70.00	\$70.00	\$88.34
Revenue	\$140,000.00	\$176,400.00	\$222,617.00	\$280,942.00
Change in revenue	0%	26.2%	59.0%	100%

Strategic framework

When it comes to increasing online revenue, there are three primary strategies:

- Increase traffic
 - Get more of the (right) **people to show up**
- Increase conversion rate
 - Get more people to say, **“Yes!”**
- Increase average order value
 - Get more people to say, **“Heck yes!”**

Experiment: The effect of value proposition on average donation



Experiment ID: NA01011

Location: Next After Research Library

Test Protocol: THF024

Research Notes:

Background: The Heritage Foundation is a think tank in Washington, D.C.

Objective: To increase donation conversion rate.

Primary Research Question: How does value proposition effect conversion rate?

Test Design: Radical redesign A/B split test

74% increase in donor conversion
 189% increase in average gift
 274% increase in revenue

Control

The Heritage Foundation website features a prominent 'Become a Member Today' banner. Below the banner, there are two columns of text and images. The left column includes a testimonial from Rush Limbaugh and Sean Hannity, a call to action to join as a member, and a donation form with options for 'Basic Member' (\$25.00), 'Supporting Member' (\$50.00), 'Patrons Club Member' (\$100.00), 'Sponsoring Member' (\$200.00), and 'Young President's Club Member' (\$1,000.00). The right column contains several articles with headlines like 'Following Qadhafi's Death, What is Next For Libya?' and 'What Should Be Done About The Backdoor Attempt to Rewrite NCLB?'. At the bottom, there is a 'Stay Informed' section with a book cover titled 'Why Is America Exceptional?' and a 'View More Questions and Answers' link.

Treatment

The 'treatment' version of the website features a more streamlined layout. It starts with a 'Join the growing movement for more freedom, limited government, and America's founding principles.' headline. Below this, there is a testimonial from Rush Limbaugh and Sean Hannity, followed by a 'Join Heritage Today!' button. The page is divided into sections for 'Advancing the Institute of Liberty', 'What the reports are saying', and 'Providing solutions for America'. At the bottom, there is a 'Join Heritage Today!' button and a 'View More Questions and Answers' link.

#WebOpt14

web optimization
 summit 2014

74% increase in donor conversion rate
189% increase in average gift
274% increase in revenue

#WebOpt14

The image shows a vertical scroll of a fundraising landing page for the Heritage Foundation. The page is divided into several sections:

- Join the growing movement for more freedom, limited government, and America's founding principles.** This section includes a list of bullet points and a small portrait of a man.
- Advancing the Tradition of Liberty** This section contains a paragraph of text.
- What the experts are saying** This section features two small portraits of men with accompanying text.
- Preventing incidents for America** This section contains a paragraph of text.
- Join Heritage Today!** This section is highlighted with a red border and contains a registration form with fields for name, email, phone, and address, along with a "Join" button.

The page is set against a dark blue background with white text and images.

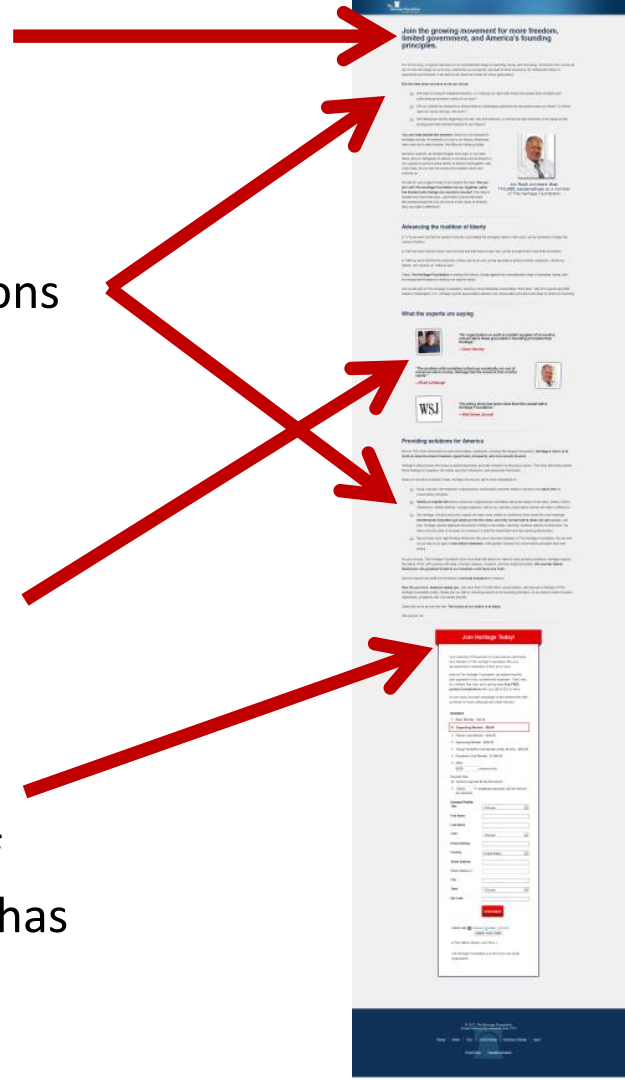
web optimization
summit 2014

• **Headline:** Conveys value and vision

• **Bulleted Copy:** Provides reasons why you should give

• **Embedded Quotes:** Bolsters credibility

• **Call-to-action and Donation Form:** Introduced at the end of thought sequence when value has been clearly communicated



Experiment: Results



189% increase in average donation

74% increase in donation conversion rate.

Email Version	Avg. Gift
Control – Two column, donation form above the fold	\$37.50
Treatment – Single column, long form, donation below fold	\$108.30
Relative Difference	188.8%



What You Need to Understand: By increasing the force of the value proposition, not only did we get more people to say, “Yes,” and give a gift, but they said, “HECK YES!” and gave at a much higher level.

Creating an experience
that leads to discovery

Meet Gracie, daddy's little girl



#WebOpt14

web optimization
summit 2014

the SMURFSTM

VILLAGE



PLAY

OPTIONS

HELP

GET MORE GAMES

SMURFY STUFF






CROPS

1 hour
12
XP 45



STRAWBERRIES

10
24 hours
40
XP 150



POTATOES

8
12 hours
32
XP 120



WATERMELON

11
10 hours
165
XP 44

**REQUIRES
HARVEST
WAGON**

GOLDEN CORN



#WebOpt14



EVERYTHING

YOU NEED TO KNOW ABOUT

SOCIAL GAMING

YOU CAN LEARN FROM

PAPA SMURF

Smurfonomics 101

XP = **Experience Points:** XP is awarded for

completing in-game tasks (raising crops, building out village, mini-games); XP is what advances you to the next level

A game provides the means to foster a deep understanding.



= **Smurfberries:** A single smurfberry is awarded at strategic points in the game; Smurfberries enable you to unlock premium features and cost **REAL MONEY**

Intensely personalized postcard



Personalized URL (PURL)

KMA Bowl - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://timkachuriak32.kmabowl.com/

KMA BOWL

The Biggest Game of the Year!
2011

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

Your team is competing against other employees and friends of XX nonprofit organizations selected by KMA to participate in the KMA Bowl. The team with the most points by midnight, February 6, 2011, the Sunday of the Big Game wins a \$5,000 donation to their chosen charity from KMA. Call one play per day.

Yards Gained **1** Team Yards Needed for TD **80** Team Points Scored **12**

Simple daily engagement

KMA Bowl - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://timkachurial32.kmabowl.com/

Call a play from your playbook to gain yards: KMA Direct Communications.

Tim
age
How

PLAY ACTION POST

BUTTON HOOK

RB TOSS SWEEP

QUICK OUT

KACHUR
89

Encourage daily engagement

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

- Your team is competing against other organizations selected by KMA to participate in the KMA Bowl.
- The team with the most points by midday on the following day wins a \$5,000 donation to their nonprofit from KMA.
- You may call one play per day.
- When the combined yardage of each player reaches 71 yards, you score a touchdown worth 6 points.
- There's no limit to the number of players. The more you and other players draft to your team, the greater your chances of scoring the most points and securing the \$5,000 donation for KMA Direct Communications.
- In addition, the individual player that racks up the most yardage in the league will receive the MVP award and a free Apple iPad.

You gained 9 yards.

Call a Play!

Your team needs 71 more yards to score a touchdown.

KACHURIAK 89

Points Scored **12** Yards Gained **1** Team Yards Needed **71**

Incentivized recruitment

KMA Bowl - Mozilla Firefox
http://timkachuriak32.kmabowl.com/

Call plays. Gain yards. Score \$5,000 for KMA Direct Communications.

Tim, here's how you can score a \$5,000 contribution to KMA Direct Communications from KMA, America's leading fundraising agency for nonprofits.

How the game works:

- Your team is competing for the KMA Bowl.
- The team with the most yards gained scores a touchdown.
- You may call one play per game.
- When the combination of your call and the yardage score a touchdown.
- There's no limit to the number of touchdowns you can score.
- In addition, the team that scores the most touchdowns wins a free Apple iPad.

HOME **VISITOR**

HOME OF THE KMA DIRECT COMMUNICATIONS WILDCATS

Draft More Players!

Yards Gained: 80 Team Points Scored: 0

Multiple ways to recruit friends

participate in the KMA Bowl

Draft others to help you score more points, faster, and win a \$5,000 donation to KMA Direct Communications.

The more players you draft to your team, the greater your chance of winning.

Enter your draftees' names and emails here:

First Name	Last Name	Email Address	Team Colors
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random
<input type="text"/>	<input type="text"/>	<input type="text"/>	Random

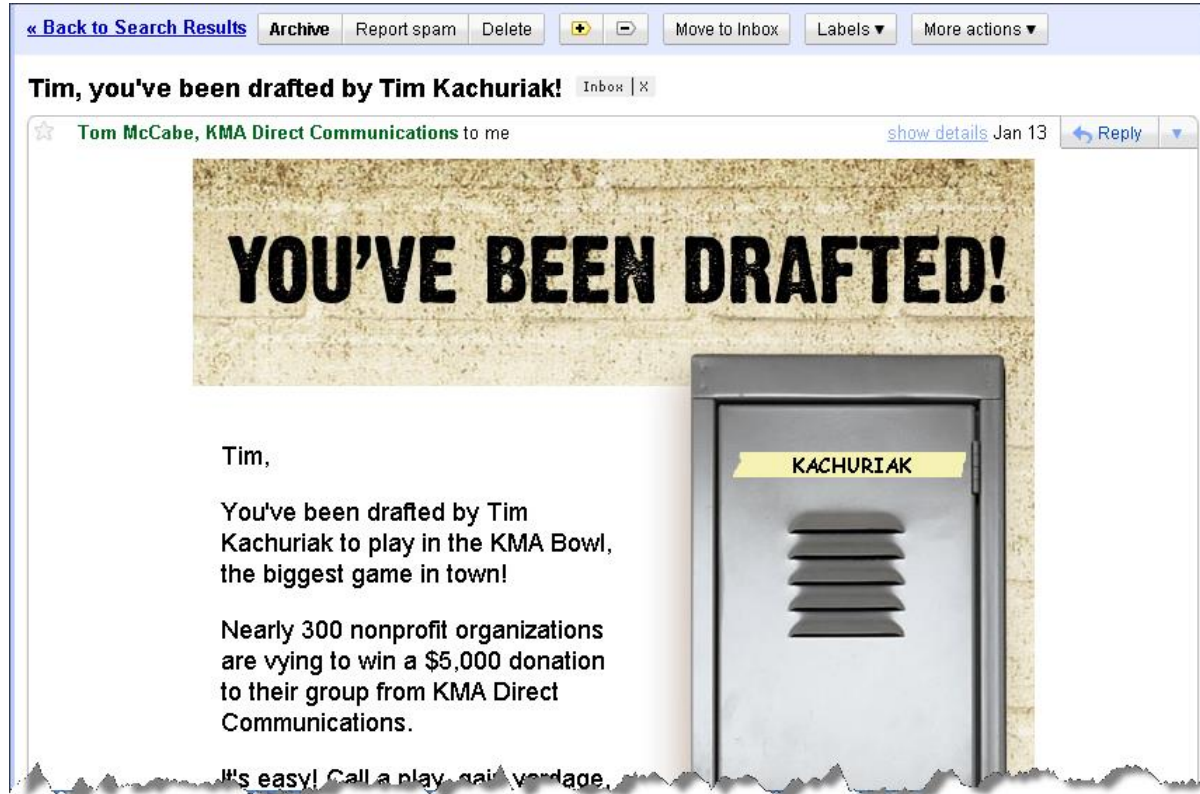
Draft Them!

You can also sign free agent players by sharing the KMA Bowl with your friends via social media:

Draft More Players on Facebook **Draft More Players on Twitter** **Draft More Players on LinkedIn**

Close Window

Personalized recruitment email



Facilitate friendly competition

KMA Bowl - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://tinkachuriak32.kmabowl.com/

KMA Bowl

participate in the KMA Bowl.

- The team with the most points by midnight, February 6th, 2014, wins the Sunday of the Big Game and a \$5,000 donation to their nonprofit from KMA.
- You may call one play per day.
- When the combined yardage score a touchdown worth 6 points.
- There's no limit to the number of touchdowns scored by a team.
- In addition, the individual player with the most touchdowns will win the MVP award and a free Apple iPad.

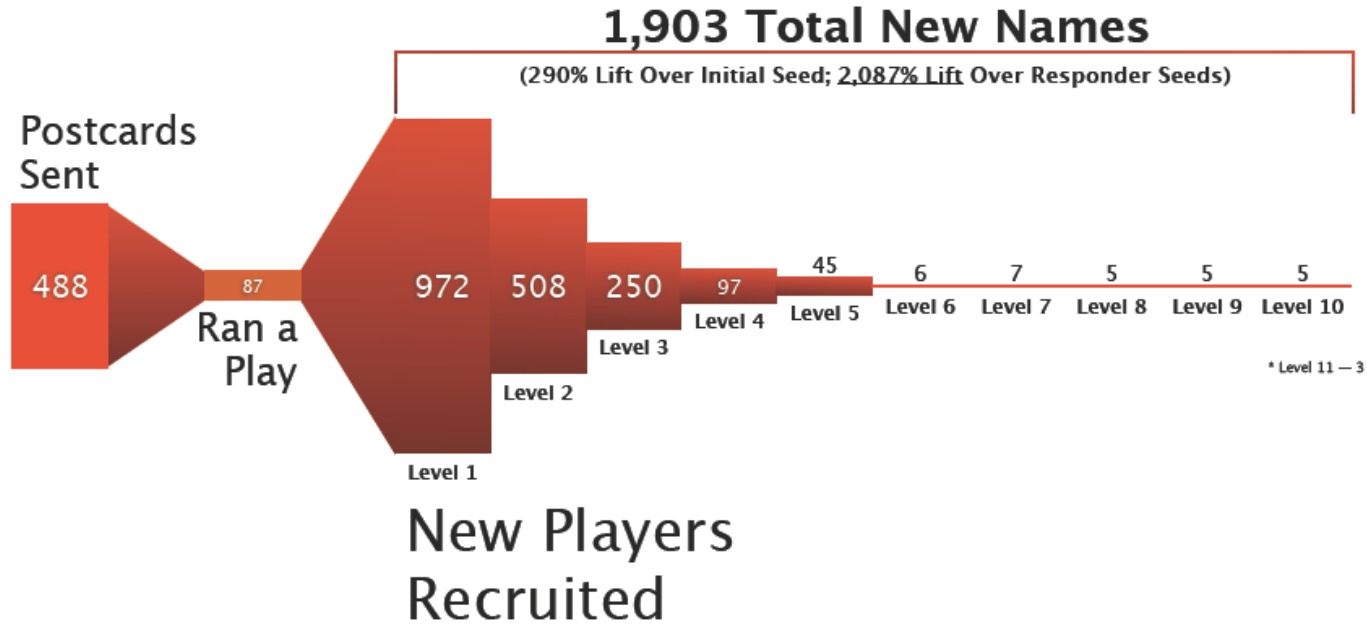
KMA BOWL

Pos.	Team	Points	Yards
1	Trans World Radio	1092	57
2	Moody Bible Institute	498	11
3	The Heritage Foundation	372	52
4	Love Worth Finding	282	0
5	Wycliffe Bible Translators	258	42
6	The Journey	120	4
7	Dallas Theological Seminary	60	21
8	Family Life	54	50

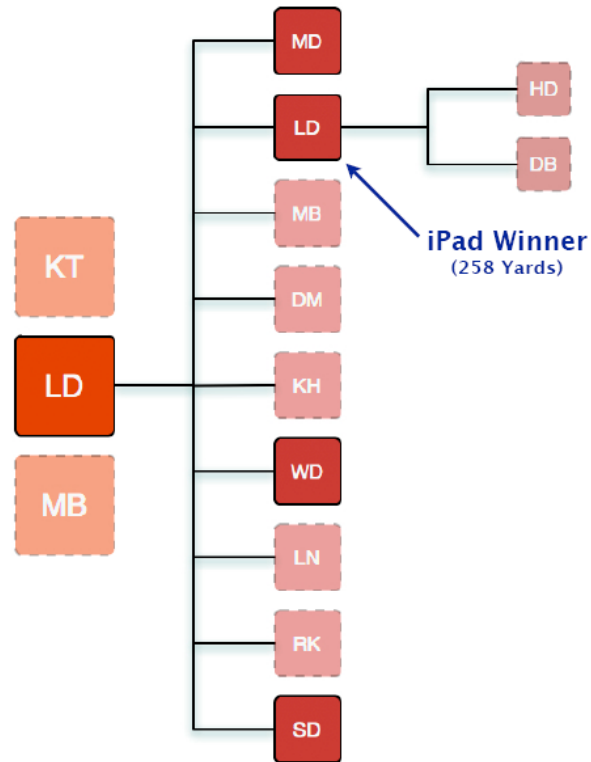
KACHURIAK
89

Yards Gained

The KMA Bowl: Results

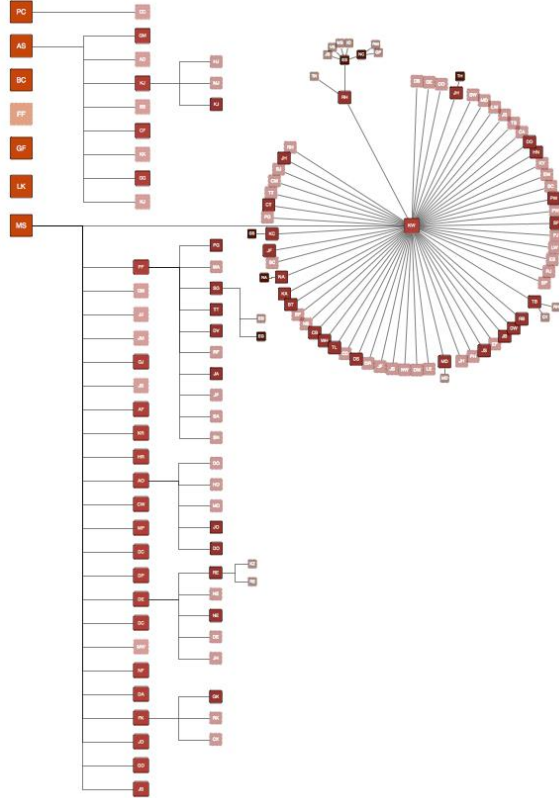


How people share

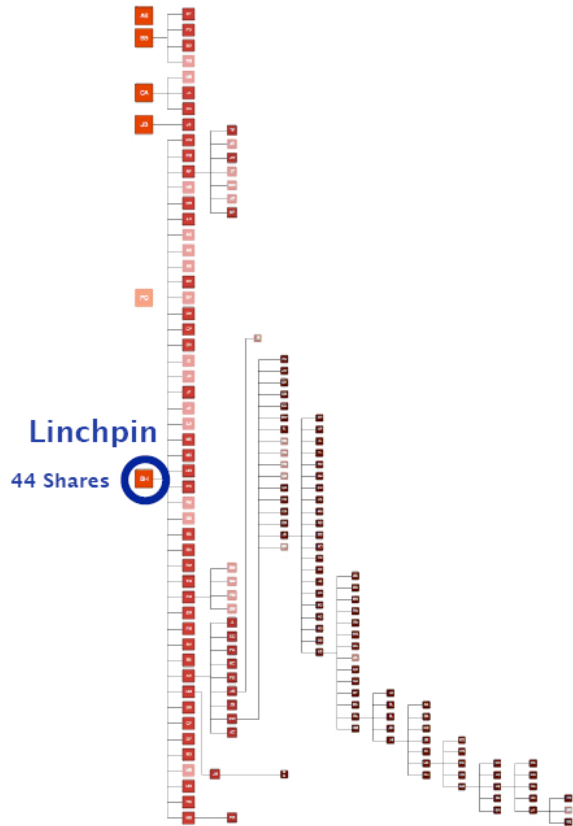


Average Tree – Highest Individual Engagement

How people share

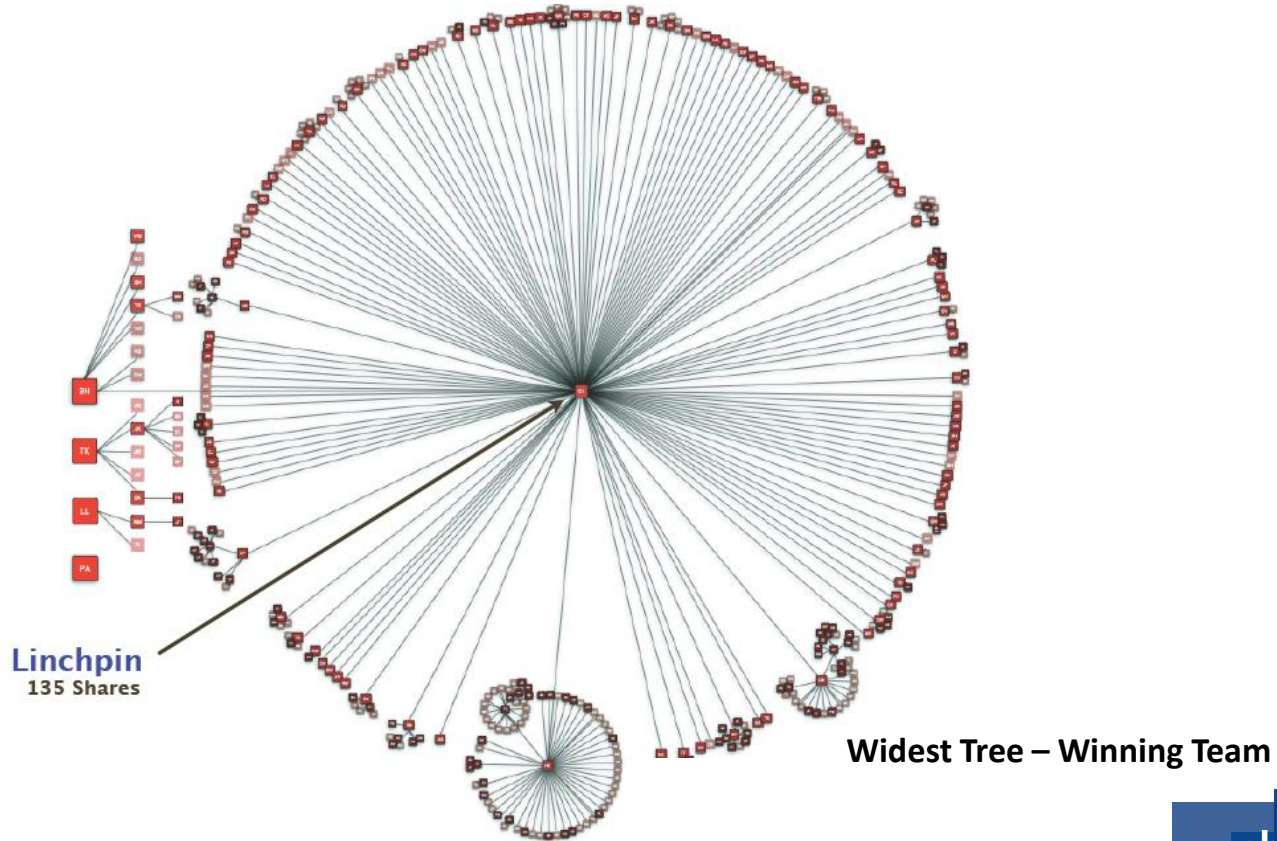


How people share



Deepest Tree – 12 Degrees

How people share



Key principles

- 👉 The advantage of a social game is that it provides an **experience that leads to understanding.**
- 👉 Social games must be designed to be **shared socially.**
- 👉 **Incentives** are important to **trigger the desired behaviors.**
- 👉 Social games are a potential vehicle for **acquiring new customers.**

Three things to do Monday morning

Monday morning checklist

1. Develop one simple test to **increase each FCORM Metric**
 - **Traffic** – How to get more people to show up.
 - **Conversion** – How to get more people to say, “Yes!”
 - **Average Order Value** – How to get people to say, “Heck Yes!”
2. Discover your **“Heck Yes!”**
 - What intangible value does your product produce?
 - What emotions can you employ?
 - How can you implement these emotional appeals into your experiments?

Monday morning checklist

3. Identify one simple way to allow your prospects/customers to **experience your value proposition.**
 - Create a simple “game” (quiz, knowledge test).
 - Incentivize your customers to perform **behaviors that will foster positive conclusions.**
 - Turn your customers into recruiters by providing them with meaningful and fun opportunities to share your products with their friends.

“Toothpaste is peddled with far more sophistication than all of the world’s lifesaving causes.”

- Nick Kristof

Thank you

Tim Kachuriak

Chief Innovation & Optimization Officer

Next After

[@DigitalDonor](#)

