



Proving the Value of Supporter Experience



**20% more
valuable
after three
years**

**The definitive
case for growing
supporter loyalty**



**We measure
supporter experience**

***But do we measure
what it's worth?***



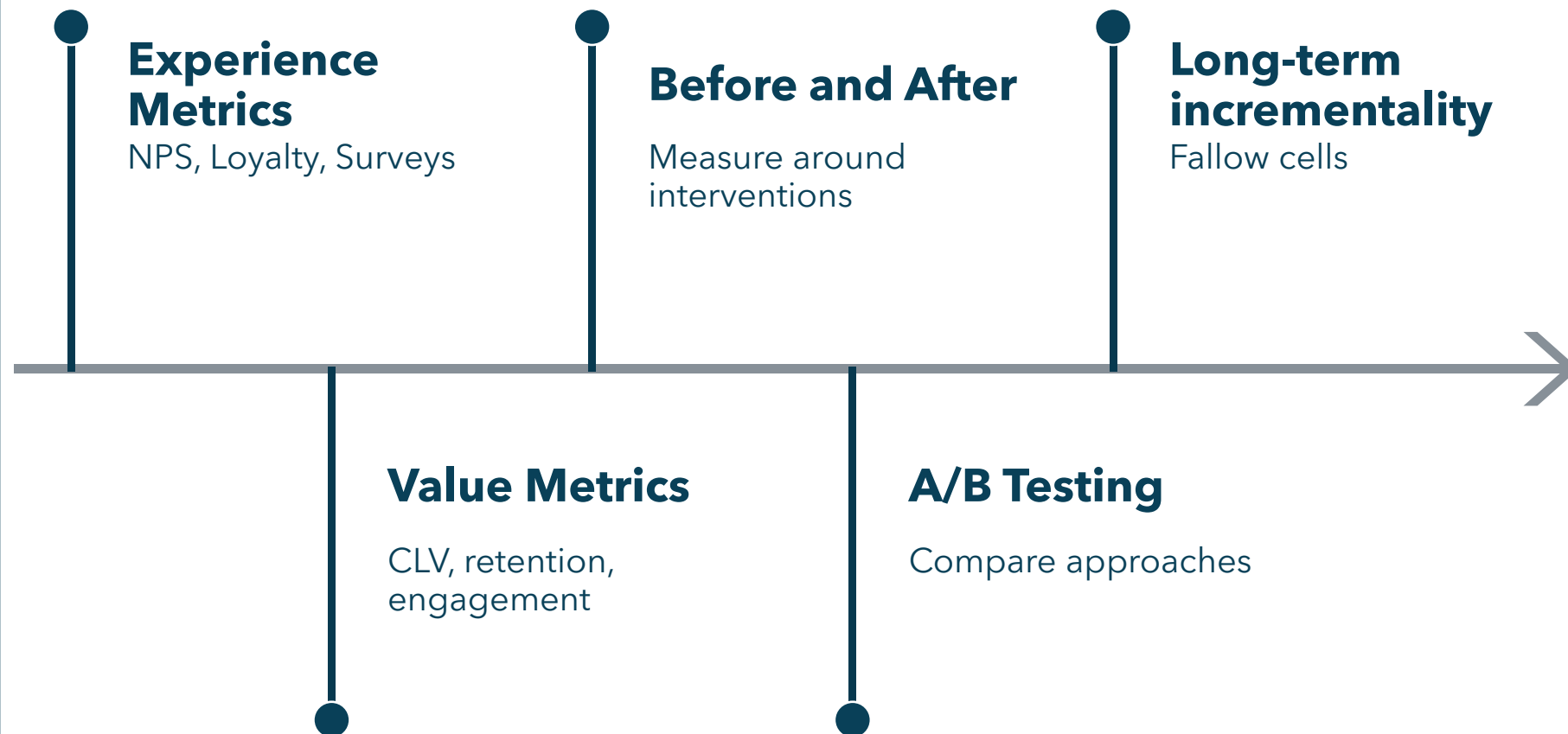
HUNTRIX

WORLD TOUR



**Does better
supporter
experience lead to
higher supporter
value?**

A measurement map, not a ladder



Most charities already have some of these. This session is about how they connect.



- NPS & customer surveys
- Complaints per million visits
- Customer Lifetime Value (CLV)
- Occasion spend & frequency
- A/B tests and follow cells
- Incrementality at scale

CLV and occasion spend reveal the impact of in-store changes.

Long-term control cells across marketing and journeys reveal the incremental value of spend and the cost of complaints and unsubscribes.

Working with Battersea

Loyalty was loved.

But its impact on long-term supporter value was unproven

Built a value framework.

Tracked how supporter value changes over time, and which factors actually move it.



Some insights from having the measure for one-off givers

How can this influence the journeys we send supporters on?



Supporters that had been giving to us for longer were more valuable



What can we do to speed up how that connection with the charity?

Cash recruits that go on to play the raffle, **£13** more valuable



Raffle players that also give one-off cash gifts increases their value by **£23**

Let them live side by side

Supporter Loyalty & Value Dashboard

Understand how loyalty and supporter value evolve over time

Data as of:
31 May 2024

Reset Filters

Active Supporters
184,320
▲ 4.6% vs May 2023

12-Month Retention
68%
▲ 3.2 pp vs May 2023

Average Lifetime Value
£214
▲ 6.4% vs May 2023

Average Gifts per Supporter
3.8
▲ 0.3 vs May 2023

Loyalty Index
72
▲ 4 pts vs May 2023

YOY Supporter Value Growth
+6.4%
▲ 6.4 pp vs May 2023

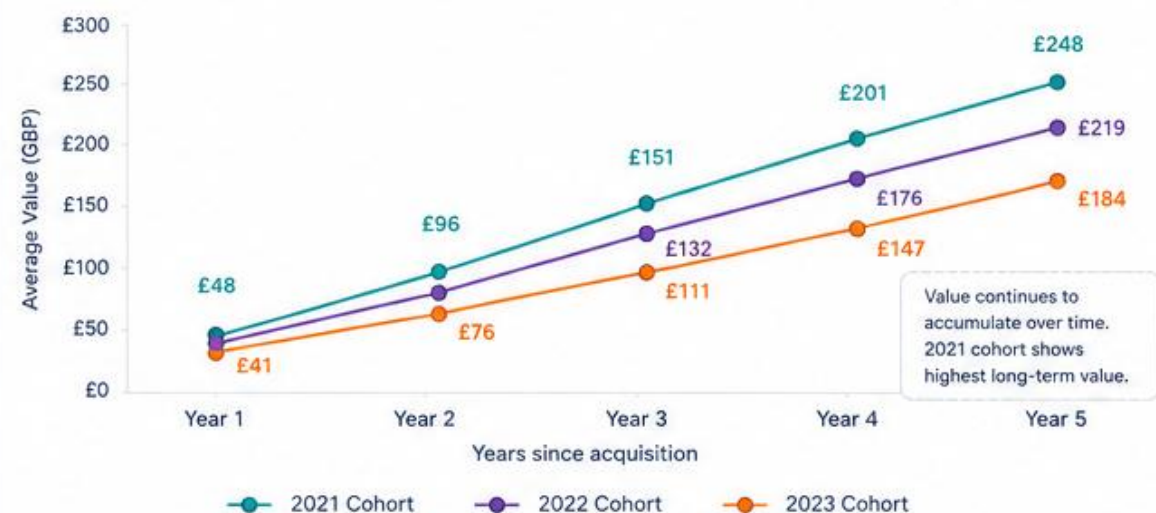
1. SUPPORTER LOYALTY OVER TIME


Loyalty Index by acquisition cohort



2. AVERAGE SUPPORTER VALUE OVER TIME

Cumulative average net value (GBP) by acquisition cohort





**So we know what to
measure.**

***How do we know we are
making a difference?***

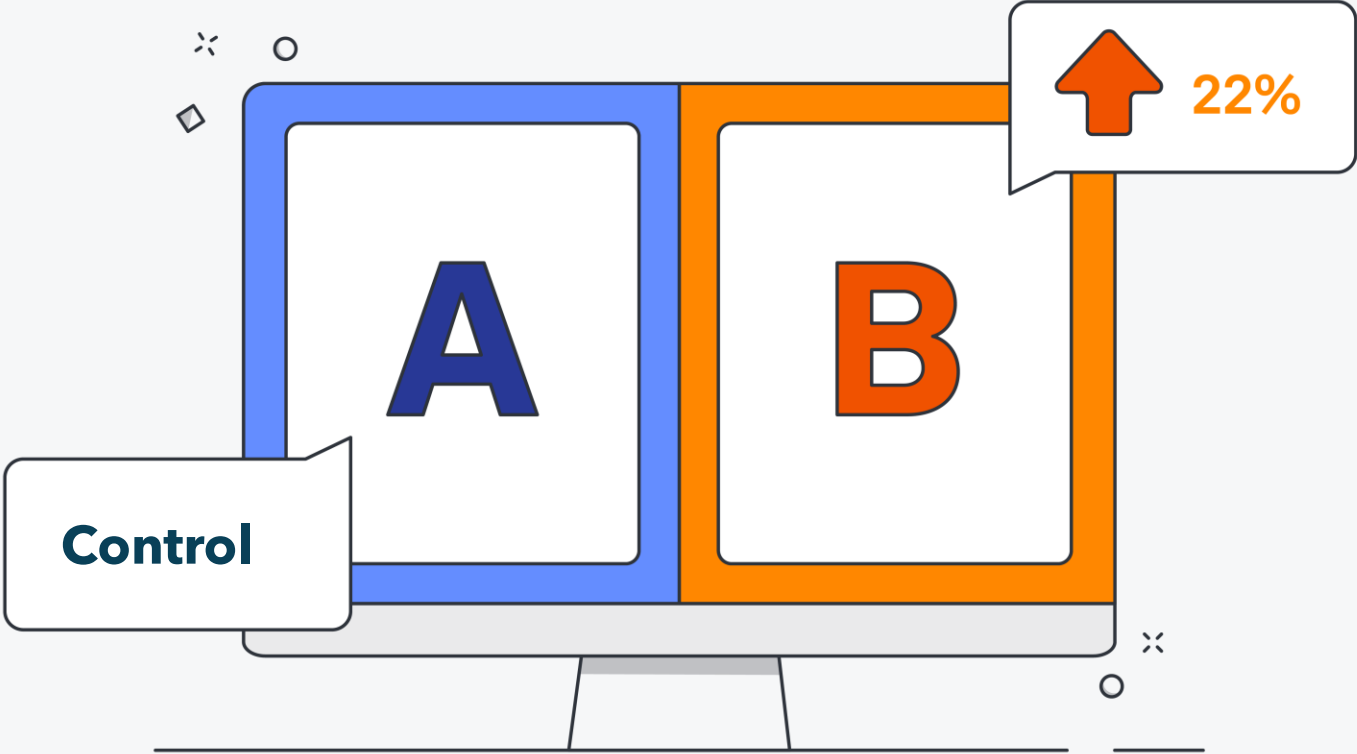
Staring simply: before and after



- A quick read on whether things moved
- Easy to do with existing data
- A useful baseline for bigger questions later

You can see change. You can't yet prove it was you.

Going further: A/B Testing



Enabled by Marketing Automation and AI

Improved **accuracy and sophistication of data use**

Capturing and actioning customers' **data sooner**

Increased **predictive** data models usage

Personalised recommendations throughout every journey

Enhanced digital **customer experience**

Giving customers more **choice** of incentives

Gamified interactivity and bolder creative

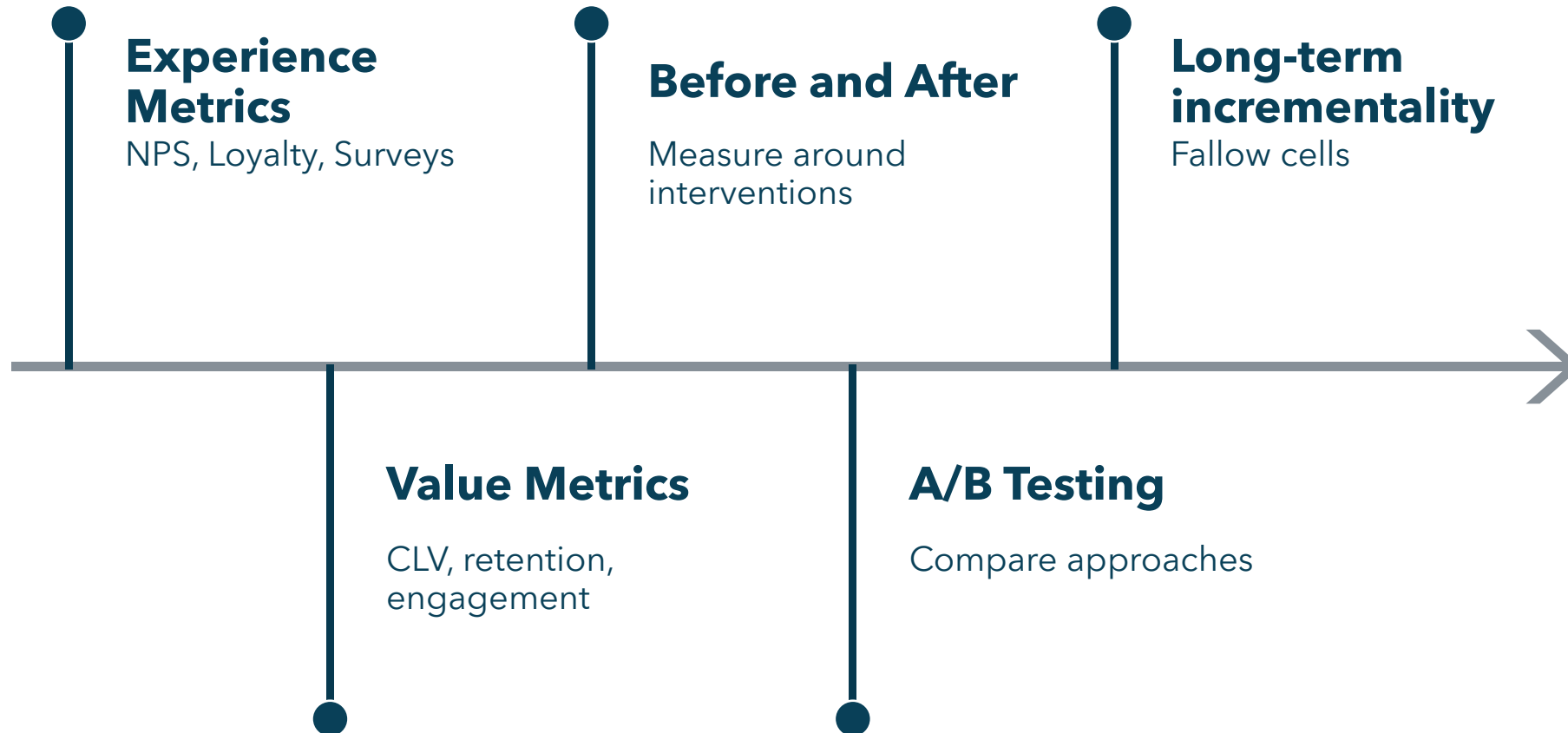
Increased channels usage (in-app)



**What if we didn't
communicate with a
group of supporters for
six months?**

What would we learn?

Find your own path through the points



You don't need every block to start. You do need to know which ones you have – and which ones are missing.

Key takeaways

Measuring experience isn't enough. Pair it with a value metric to tell the full story.

There's no fixed order. Find which building blocks you have and pick the next one that closes the biggest gap.

A simple measure like supporter value can provide a new lens to understand supporter experience

Control groups help answer 'is this worth doing?' and 'how much is it worth?' Make more use of them

Define your metrics before the test. Donations, engagement, retention and long-term value all matter.



Thank you

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