

# COMBINING SUPPORTER EXPERIENCE AND SUPPORTER VALUE

## CREATING A SINGLE VIEW OF SUPPORTER VALUE FOR BATTERSEA

### THE CHALLENGE

Battersea lacked a single, trusted definition of supporter value. Different teams measured success in different ways, making it difficult to understand which activities genuinely drove long-term growth and where supporter experience investment had the greatest impact.

Without a consistent framework, decisions around communications, cross-sell activity and supporter journeys often relied on assumption rather than evidence.

### OUR APPROACH

Battersea partnered with Sequoia Insights to build a robust framework for measuring supporter value and uncovering the behaviours that drive long-term growth.

We began by analysing several years of supporter transaction, product and engagement data. Multiple modelling approaches were evaluated, balancing statistical robustness with operational usability, before agreeing on a framework centred around 24-month value and year-one lifetime value. With the framework established, we mapped supporter journeys in detail to understand how products, communications and upgrade pathways influenced long-term outcomes. This included identifying:

- **Where supporters disengaged**
- **Which cross-sell journeys delivered the greatest uplift**
- **How supporter behaviour evolved over time**
- **Which experiences accelerated long-term value**

The result was more than a reporting metric. Battersea gained a strategic framework that could be embedded directly into decision-making, planning and Salesforce reporting.

**“Sequoia’s work has been transformative for our Supporter Experience team, giving us, for the first time, a clear definition of what supporter value means for Battersea. Their insight showed us exactly where our efforts will have the greatest impact, enabling us to prioritise confidently and improve the experience our supporters receive. In a space with endless possibilities, their data-led recommendations have been truly invaluable.”**

**– Amanda Long, Supporter Experience Manager**

### THE INSIGHTS THAT CHANGED STRATEGY

The analysis revealed several key opportunities:

- The first 12 months were critical to long-term value growth
- Simpler cross-sell journeys often delivered the strongest returns
- Cash, Regular Giving and Lottery journeys created significant uplift

- Some audiences, particularly raffle supporters, showed signs of over-solicitation
- Earlier upgrade asks had strong potential to increase long-term value

These insights are now shaping testing, communications and supporter journey strategy across the Supporter Experience team.

## THE OUTCOME

The project delivered Battersea's first unified supporter value framework, now used as a core KPI within the Supporter Experience team and as a consistent foundation for strategic decision-making across Individual Giving.

More importantly, Battersea can now confidently evaluate which activities genuinely improve long-term supporter value. The insight is already shaping new testing programmes, including:

- **Reduced communications strategies**
- **Earlier upgrade journeys**
- **More targeted cross-sell activity**

By turning complex behavioural data into practical, actionable insight, the project enabled more evidence-led decision-making while improving the relevance and quality of supporter experiences. It also created a long-term foundation for insight-driven growth, allowing Battersea to continually refine journeys, optimise communications and maximise supporter value over time.

## KEY TAKEAWAY

Many organisations have extensive supporter data but lack a clear understanding of what truly drives long-term value.

When behavioural insight is connected to a robust value framework, charities can make smarter decisions around retention, communications, cross-sell activity and supporter experience, focusing investment where it will have the greatest long-term impact.

## COULD YOUR ORGANISATION BENEFIT FROM SIMILAR INSIGHT?

If your team is struggling to:

- Define customer or supporter value
- Understand which journeys create long-term growth
- Improve retention or cross-sell performance
- Prove the impact of experience activity
- Turn data into actionable strategy

We'd love to discuss how a similar approach could help your organisation uncover hidden growth opportunities and make more confident, evidence-based decisions.

**Get in touch to explore what your data could reveal.**



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