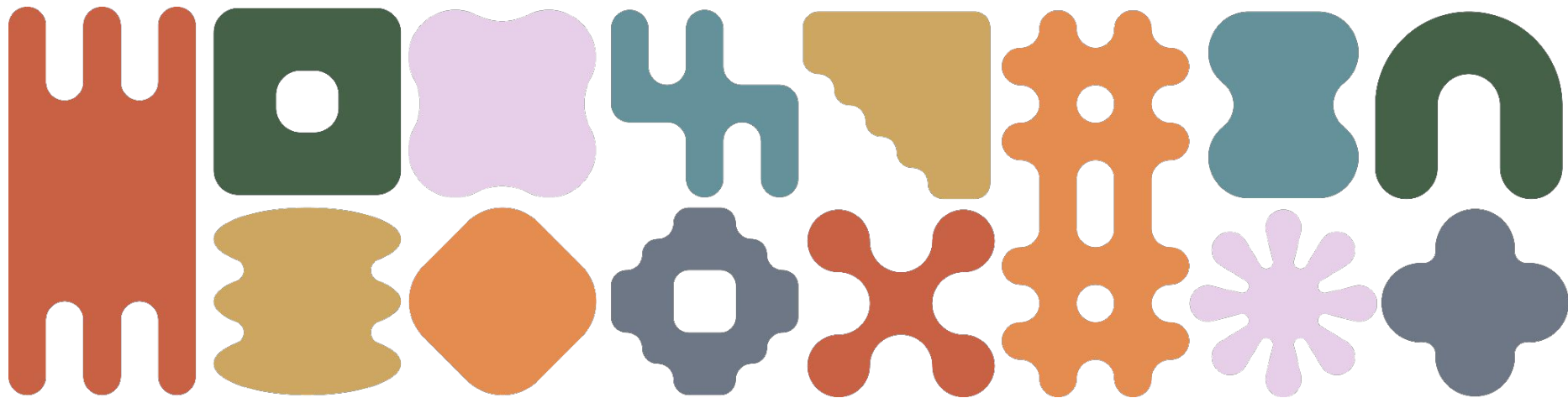


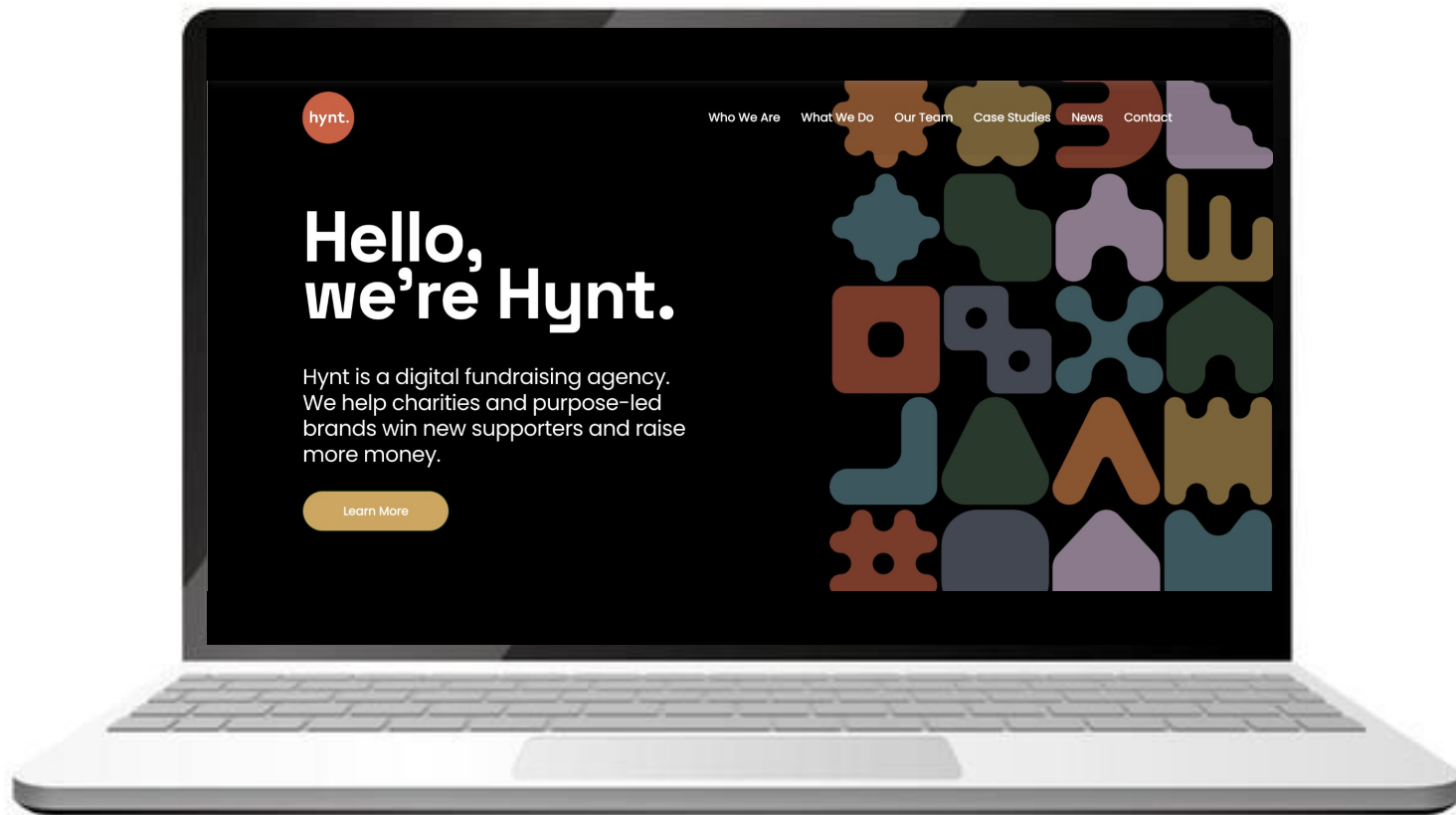
hynt.

Digital Benchmarking Report: What you need to know





hynt.



What we do

[Read more](#)

01 Digital Fundraising

We help you create a masterplan for online fundraising success. We'll create a blueprint that's totally tailored to you.

[Turn your team into a digital powerhouse](#)

02 Campaign Delivery

We deliver dynamic strategy, creative and delivery for email, Meta and TikTok campaigns. Need a knockout campaign?

[We're here for it](#)

03 Training and Coaching

Our training and consultancy gives teams the skills and tools to confidently navigate the digital landscape and deliver powerful results.

[Talk to us](#)

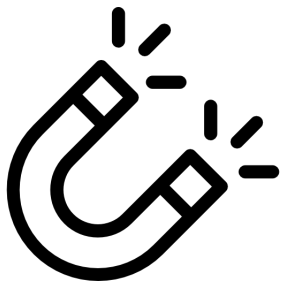
04 Innovation and Diversification

Ready to experiment with new channels, tactics and creative ideas? We'll help you stay ahead of the curve and future proof your fundraising.

[Inject some fresh thinking](#)

What is digital lead generation

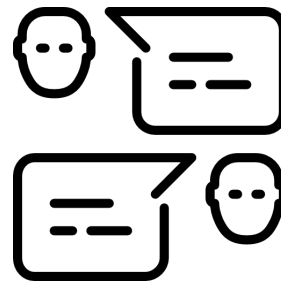
Lead generation



Attract people who share
your values

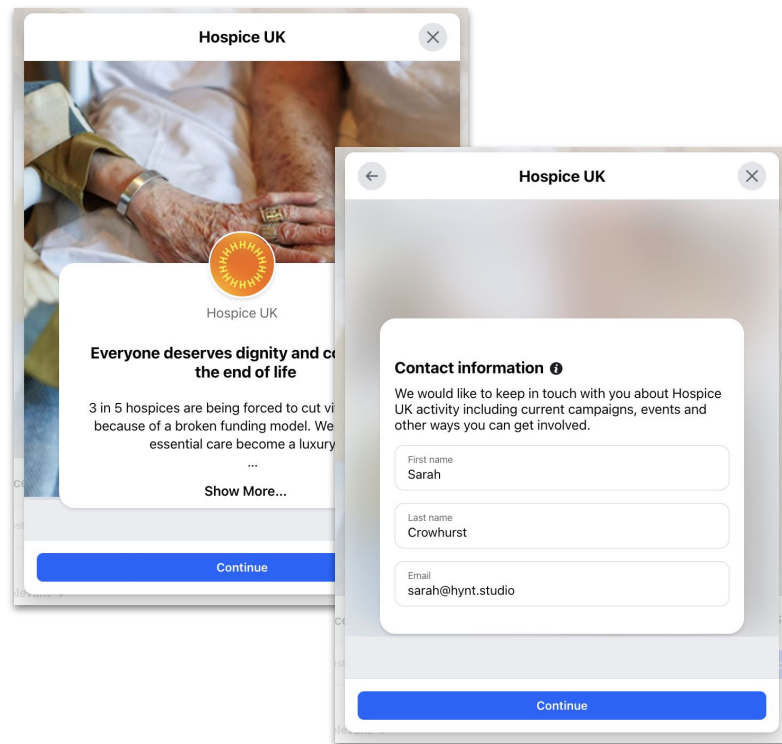
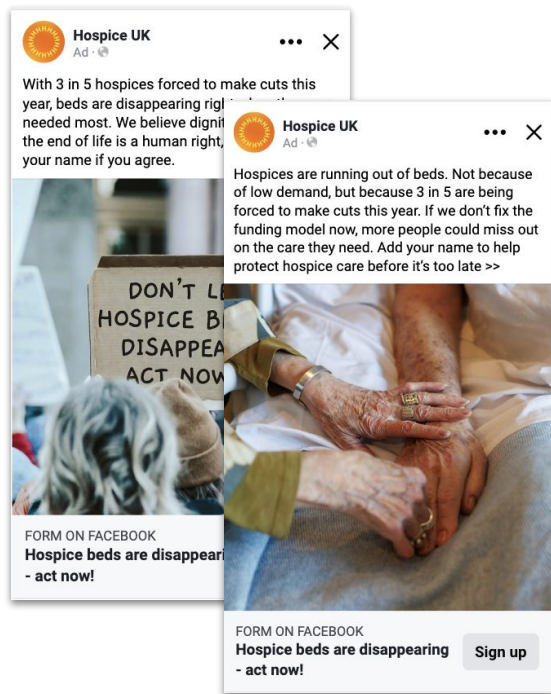


Make it easy for them
to **take action**

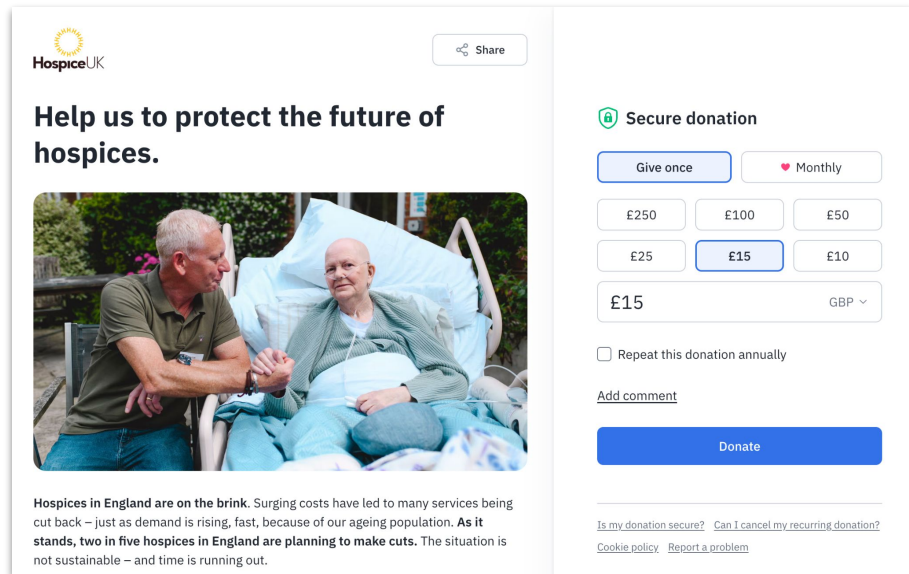
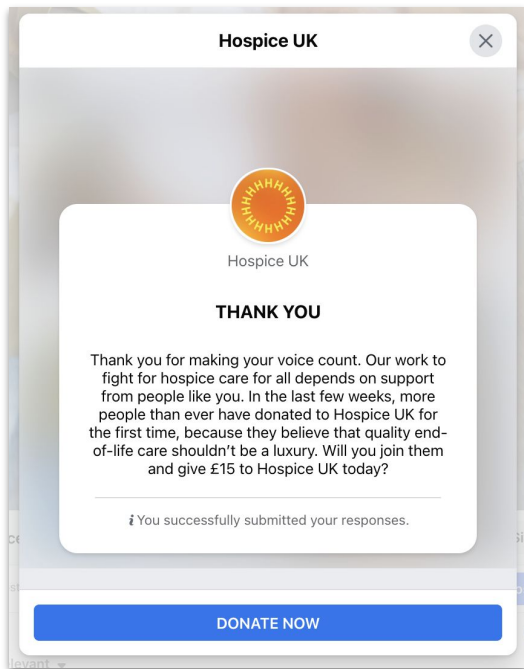


Keep in touch with
meaningful actions for
them to do, and **drive**
impact

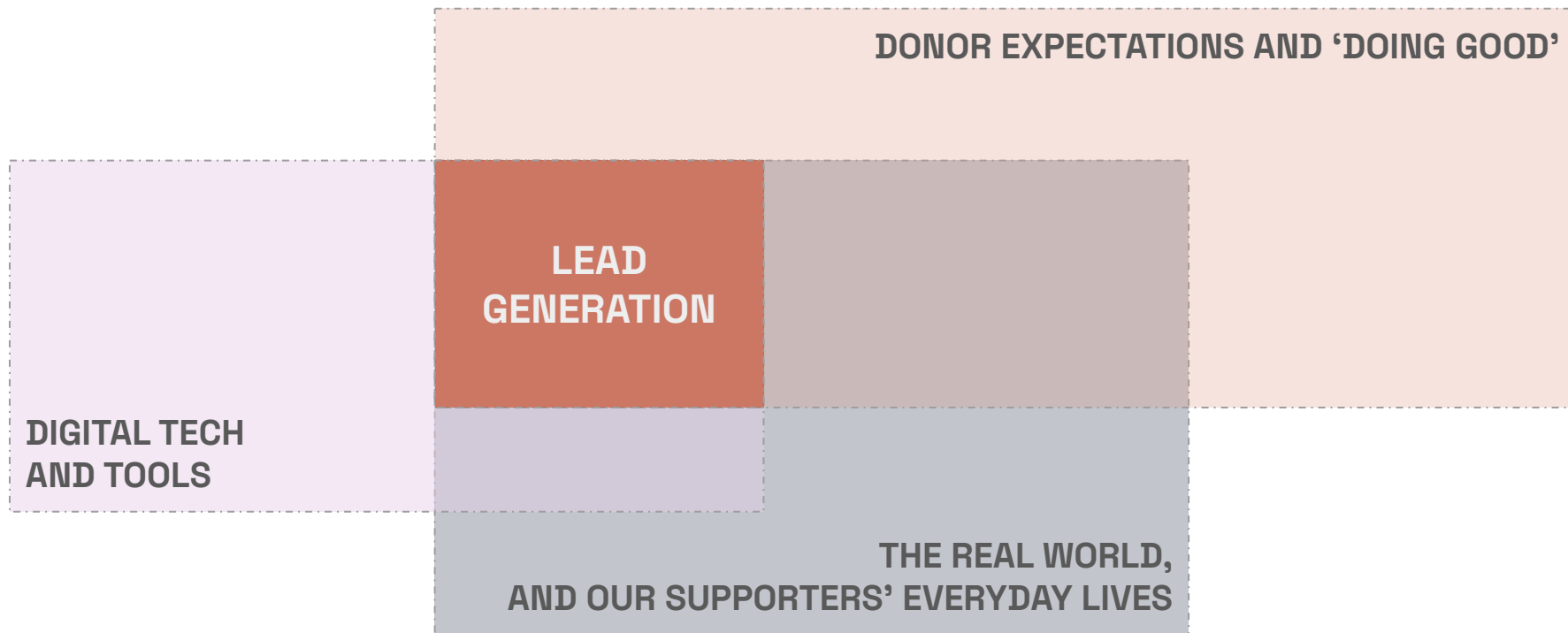
How it looks in practise...



How it looks in practise...



Lead gen brings together your donor, the real world they live in, and the new digital landscape



Building a list of First Party Data is a big focus area for all organisations

- It's two fold in terms of increasing your prospect base for donors (as well as legators, community fundraisers, volunteers, customers and active members of your community)
- And also driving up income – it can critically reduce CPAs for Cash and RG donors

It means you own the data, and you can control the messaging your audience sees.

The headlines

What're measuring

SPEND

Total spend across the year

LEADS

The number of email
leads generated across
the year

CPL

Cost per lead
The average cost to
generate one email lead

The big numbers

£545,516



Media Spend

510,663



Opted in email leads

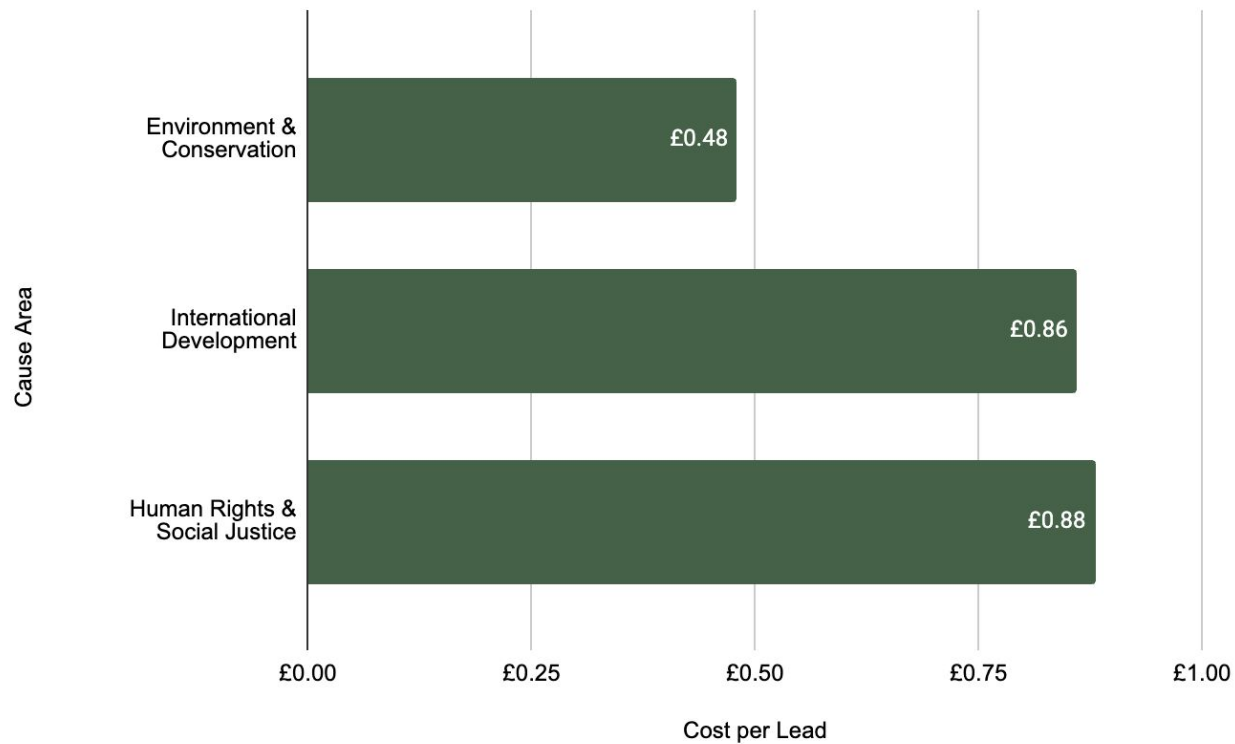
£1.07



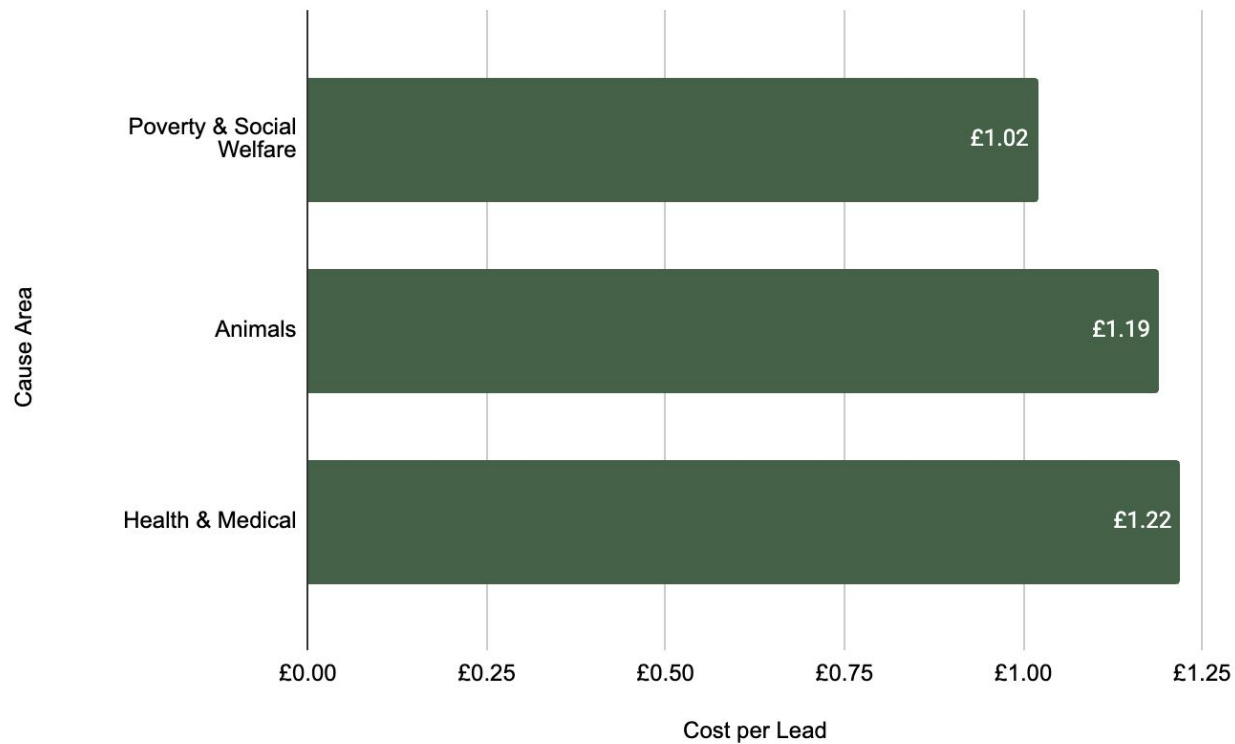
Avg Cost per Lead

Cost per lead by cause area

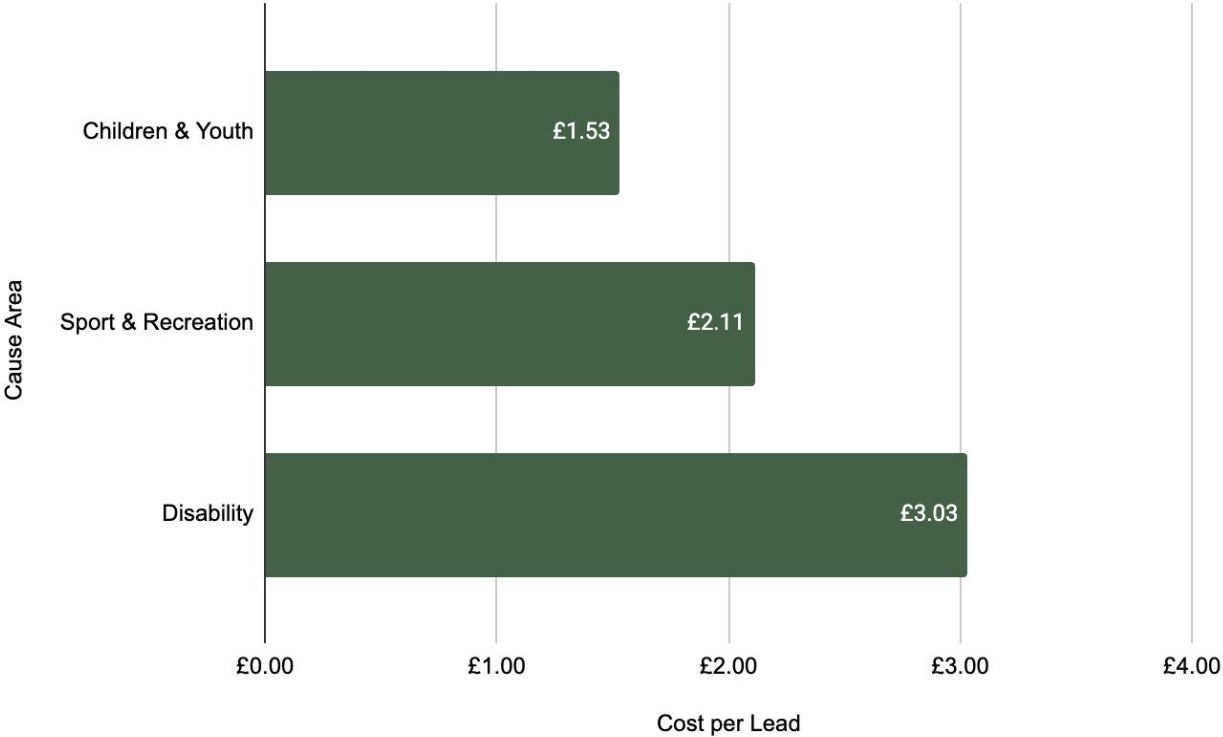
The top performers



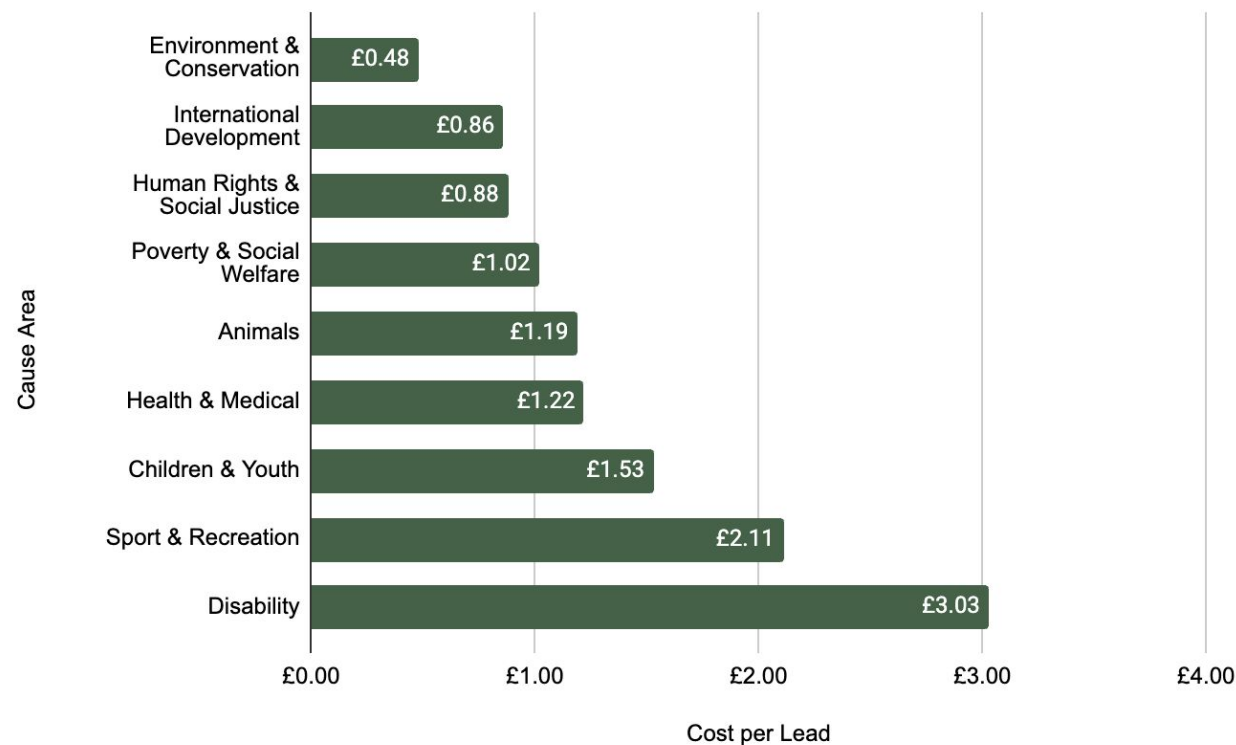
In the middle



Premium lead costs

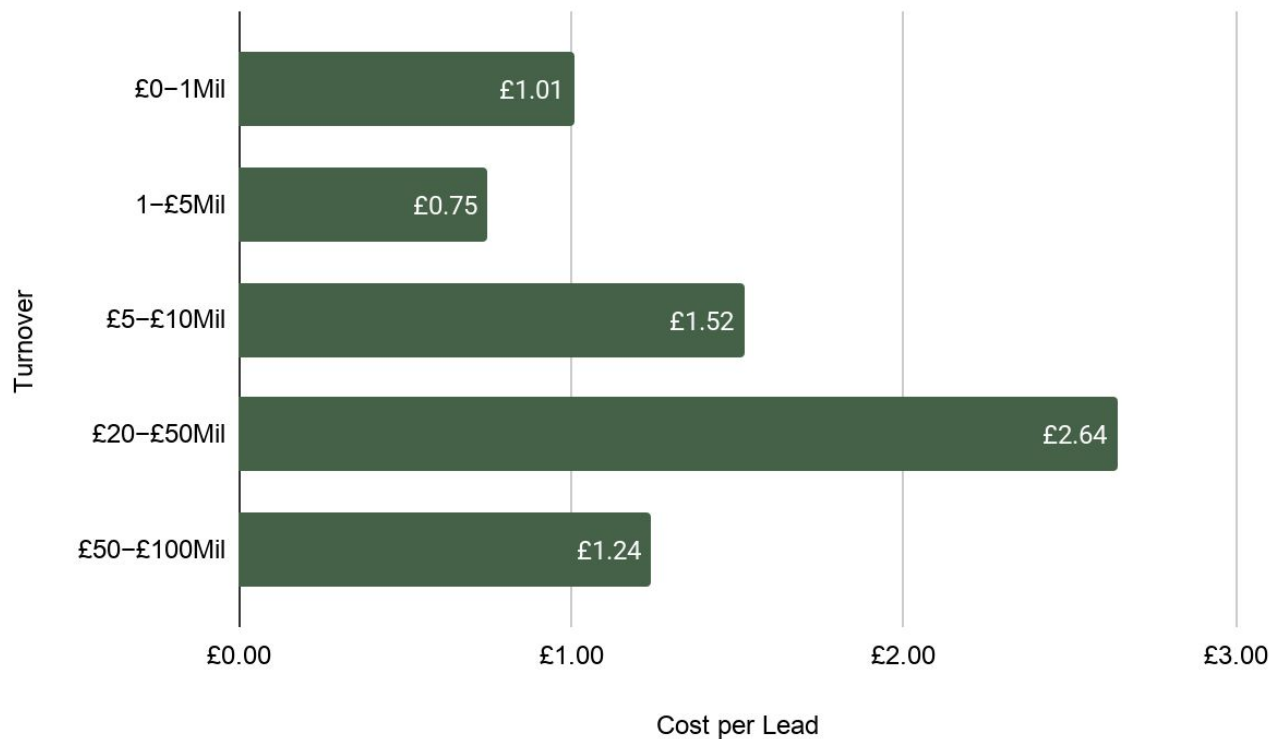


Cost per lead by cause area



Cost per charity size

Does scale equal efficiency?



Keytake aways

Key Takeaways

1. The benchmark is surprisingly lean with an average CPL of £1.07

- If you're paying more for an email lead it could be that you need to optimise your campaign set up, creative assets or landing page copy

2. The lead cost shifts dramatically between cause areas

- Environmental emerged as the single most efficient sector with a low weighted CPL of £0.48 across more than 50,000 email leads generated
- Disability faces a steeper cost per lead weighted at £3.03
- Don't forget we're not always just chasing a low cost CPL, we need to make sure that we are measuring the quality of the lead through ongoing communications and journeys

3. Larger budgets and higher turnovers do not guarantee better Cost per Leads

- Small to midsize charities with an annual turnover of £1m – £5m were most efficient, with a weighted average of £0.75
- Medium to large charities with turnovers between £20m – £50m drove a much higher CPL of over £2.50

Build your digital fundraising skills, products and more with some free resources...



Or get in touch:
hello@hynt.studio

hynt.