iRaiser

Pixels, Postbacks and Pizazz!

Raising more money through tracking, analytics and attribution.
July 2026

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fundraising everywhere

Agenda

- Attribution
- Tracking
- Reading data
- Achieving success

Goals

- How to create an attribution policy
- How to deploy tracking
- How to use data to increase fundraising activity
- How to convince your board to invest more money in your fundraising

Why is attribution important?

The purpose of attribution

Attribution is the analytical process of identifying which marketing touchpoints (e.g., ads, social media clicks) led to a sale or conversion.

For charities, attribution allows them to paint a picture of what donations can be linked to asks, ads and other fundraising activities.

Attribution can be used to understand when to increase fundraising activity, stop ineffective campaigns and unlock new opportunities.

Attribution is the process which underpins the accuracy of all fundraising data

Attribution models

1) Last Click - The revenue is attributed in full to the action immediately preceding the donation
2) First Click - The revenue is attributed in full to the first identifiable touch point with the donor
3) Linear - Each touch point is considered equally responsible for the donation and revenue is split
4) Time Decay - Revenue is split, but more recent interactions are weighted heavier
5) Position based - The first touch point (introduction) and last touch point (delivery) are weighted more than those in between
6) Counterfactual gain model - Using actual data to compare conversion journeys to understand how much gift values decline by when you remove a touch point

These models can tell very different stories with your data.....

Attribution journey of a £100 donation

Last click:	£0	£0	£0	£100
First click:	£100	£0	£0	£0
Linear :	£25	£25	£25	£25
Time decay:	£10	£20	£30	£50
Position based:	£40	£10	£10	£40

Counterfactual attribution

What happens when you remove a touch point from a journey?

Example

Conversion journeys where a user sees:

1 youtube ad

2 facebook ad

3 tiktok ad

4 search

5 donate

Produces an average gift of £100

Conversion journeys where a user sees:

1 facebook ad

2 tiktok ad

3 search

4 donate

Produces an average gift of £90

Removing a youtube ad reduces value per conversion of £10, therefore attributed value of a conversion assisted by youtube is £10

How can we deploy tracking?

Pixel tracking

AKA: Tracking tag, iFrame

A pixel is a 1x1 image or iFrame that has the ability to record impressions and pass through pieces of data by populating and calling a URL

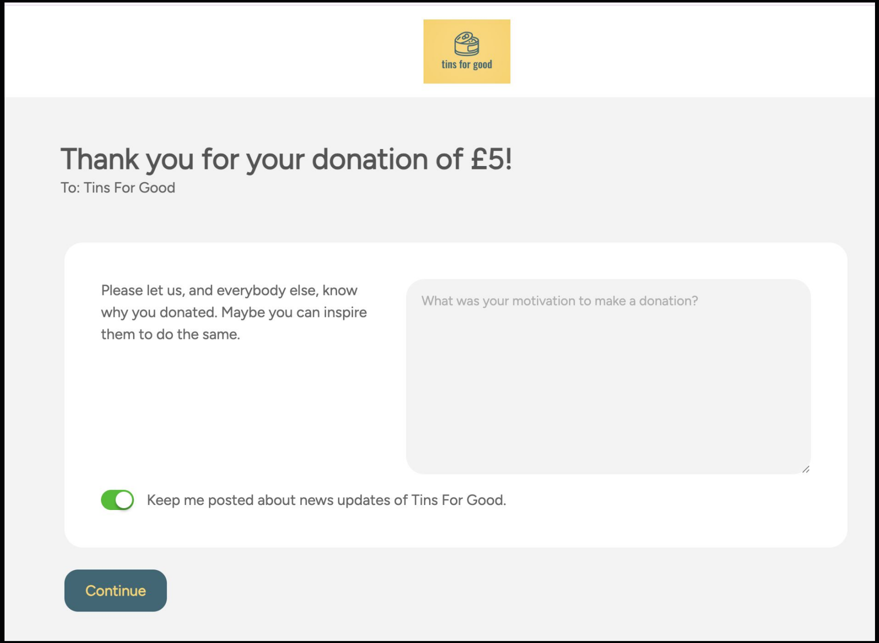
It is placed on a webpage to indicate a user is visiting it.

Most commonly, a pixel placed on a thank you page to confirm that a sale has occurred.

Ad servers deploy a cookie when a user clicks. This allows them to match pixel impressions when their cookie is present to assign a sale.

Pros: Transfer direct to advertiser from users machine. Easily deployed via Google Tag Manager

Cons: Subject to privacy and cookie consent - accuracy decline



Postback

AKA: Server side tracking, Callback url, s2s, Conversion API (CAPI)

A server side postback is a url that is called from the merchants server (rather than the user's machine)

This allows an accurate picture of all sales and also can allow conversion tracking when cookies or tracking is rejected.

Popular with facebook since Apple introduced “ask app not to track” as default prompt.

Pros: Increased accuracy and control of data

Cons: Additional merchant responsibility, transfer of data.

Analytics and Business Intelligence

Analytics and BI tools are products which receive and interpret data, allowing website managers to paint a picture of usage and journeys.

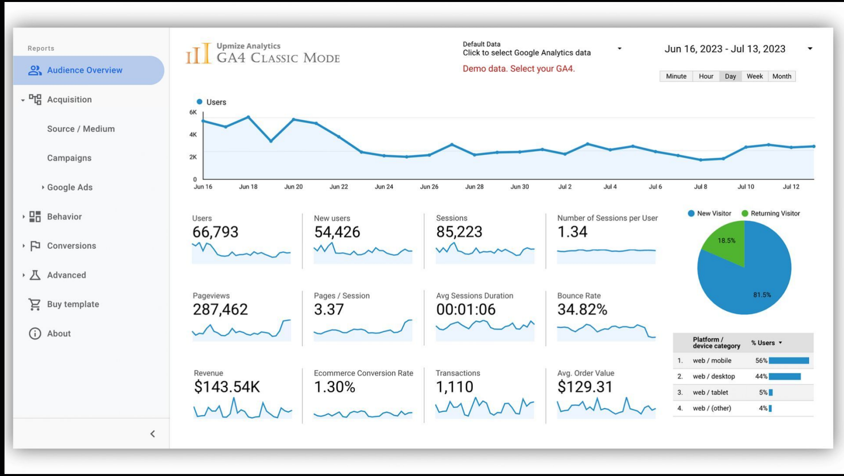
You can build and customise the data that in input into these tools, but you can also feed bad data in.

Privacy settings, timeouts, redirects and non-linear browsing can create obstructed views, or false positives.

Pros: Flexible, readable and sharable

Cons: Prone to data errors

Analytics cannot replace “single version of the truth” attribution.



How do we read this data?

Actionable data

1) Establish **your** single version of the truth that best reflects your organisation's ability to collect data and the journeys you manage.
2) Enforce **discipline** on attribution. Reject all vanity based activity.
3) Ensure **universal buy in** for your whole organisation. This includes your finance team.
4) Talk about this data frequently. Create a culture of understanding and action.

Ensuring that fundraisers are empowered to understand data and encouraged to make decisions based on that data will boost revenue.

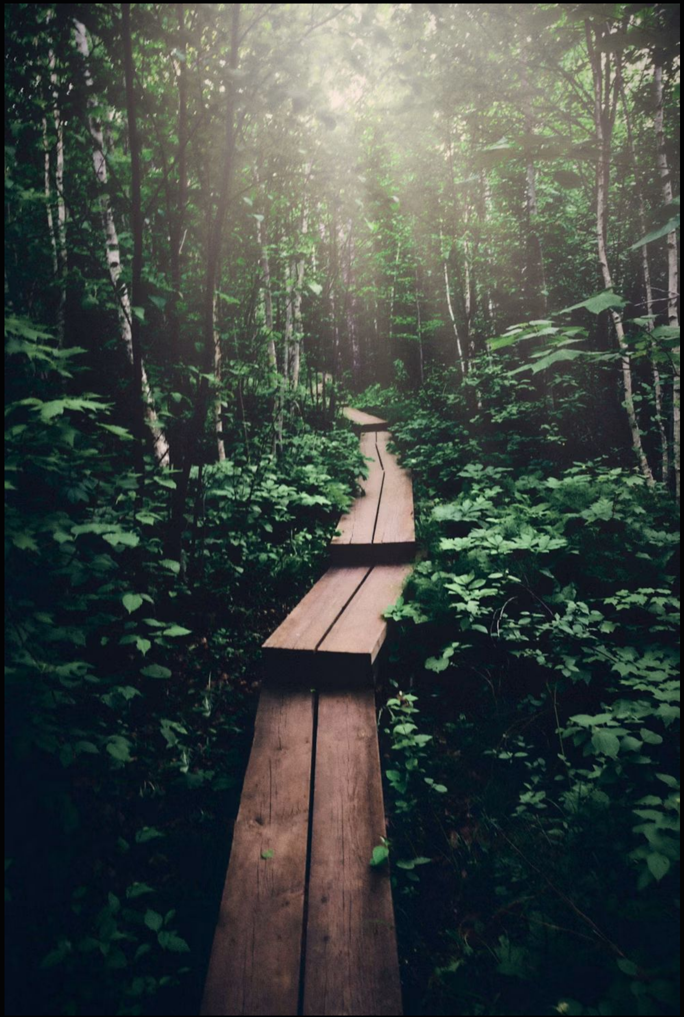
Working with data

When using data, it is important to remember that your attribution policy is the **most accurate data available** to your organisation. It is not 100% accurate and you must ensure that acceptance of a certain “unknown” is understood by stakeholders.

This is caused by:

1) Multiple touch points
2) Unmanageable activity, including earned media
3) Natural loss of accurate view
4) Users not doing what they’re told

Embracing gaps in accuracy will build better culture of testing and learning.



Making this work for our fundraising

Using this data to raise more

A fundraiser's goal is simple:

1) Ask people for money
2) Ask the right people for money
3) Ask more of the right people for money

A good attribution model allows a fundraiser to:

1) Do more of what is working
2) Do less of what is not working

Organising your attribution will allow you to deploy ad spend, product development resources and your own time in more fruitful areas, which produces easily measurable increases in revenue.

Using this data to raise MUCH more

Optimising existing activity is not an end point. Fundraisers have key opportunities to exponentially grow revenue via good attribution and tracking:

1) Increased annual budgets

   The provably increase in ROI should be used to get buy in from leadership and boards to apply for increased budgets in areas where you are now confident you can safely increase revenue.

2) Unlock quarterly underspend

   Charities budgets are built with safety in mind. If money isn't spent, it can be banked or reassigned. Look out for underspend in other teams, as well as salary slippage, to find a regular source of increased funding.

   A finance team will happily redistribute £1k of approved budget that will raise £4k in return!

Thank you

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