Private University

Behavioral Analytics & Data Integrations Drive Donations for University

THE UNIVERSITY

The client is a private, not-for-profit university located in the northeast of the United States with over 10,000 enrolled students and more than 150,000 active alumni. Today, it is among the nation's foremost universities. Evergage works with the school's Office of Advancement, which is tasked with managing fundraising efforts with alumni and friends of the university.

"Evergage allows us to understand individual website behavior at an unprecedented level. In combining this rich analytics data with multiple legacy systems, we're able to more effectively target high-value donors on our website to drive donations and improve alumni relations."

31% INCREASE IN CONVERSION RATE

FROM REAL-TIME PERSONALIZATION CAMPAIGN

GAINED DEEPER UNDERSTANDING

OF DONOR BASE

COMBINED DONOR DATA

FROM MULTIPLE SOURCES FOR RICHER ANALYSIS

THE CHALLENGE

Like most universities, fundraising is used to support major initiatives and supplement student tuition, enabling the university to deliver a world-class student experience. Increasingly, the university relies on digital channels (e.g., website, emails, social media, etc.) to connect with potential donors.

Recognizing that individual website visitors can vary greatly in their likelihood to donate, the university wanted to better understand the characteristics and behavior (time spent, pages visited and more) of visitors to the alumni section of its site, and identify attributes that were common among donors. This critical information would be used to improve the design of the site and deliver personalized experiences to visitors with the goal of converting more of them to donors.

To accomplish its objectives, the university needed a solution that would provide in-depth behavioral tracking and serve as a platform for tying together donor information from several disparate systems, including its fundraising relationship management solution, its email solution and its web content management system.

THE SOLUTION

By partnering with Evergage, the university leveraged the deep behavioral analytics captured by the Evergage platform to connect with its alumni data sources to obtain a solid understanding of every individual visiting the alumni and donation areas of the website. Through Evergage, it has been able to monitor activities and deliver personalized experiences – with relevant and tailored messages – in real time.

With these new capabilities, the university has used Evergage to:

- Examine individual activity and behavior and segment groups (e.g., graduation year, major, marital status, reunion attendance, etc.) of alumni to analyze trends and patterns (e.g., peak donation days, alumni groups/years)

- Introduce personalized messages and calls-to-action (CTAs) to re-engage visitors in real time and improve conversion rates

- Monitor alumni activity on its website by visitors arriving via email campaigns

THE RESULTS

Through its partnership with Evergage, the university has been able to synchronize data between systems that traditionally did not work together, allowing it to improve alumni relations and grow donations. The university's Office of Advancement now has a deeper understanding of individual donors as well as key donor segments (e.g., high net worth individuals, those who graduated in the 1990's, etc.).

Using these insights, the university has been able to target specific groups of visitors in real time – while active on the website – to drive more donations. It has also been able to test the timing and format of messages and CTAs to uncover the optimal way to ask visitors for donations. A recent campaign, for example, that targeted high-value alumni as they were about to leave the site resulted in a 31% increase in conversions for those who saw the message versus a control group (who did not see the message).
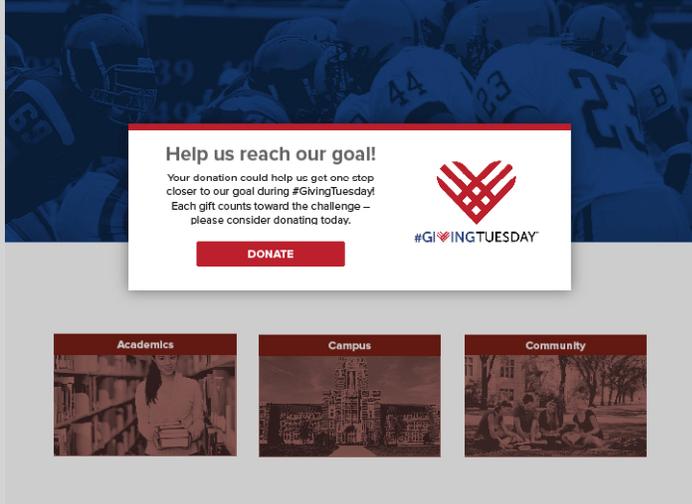
Appropriately timed messages targeted to the right types of visitors drives donations for the university.