RTS labs

Case Study

Non-profit Poised for Membership & Revenue Growth with Smarter Marketing Spends

RTS Labs helps non-profit increase memberships in new target market by creating BI tools to identify more effective marketing channels.

Company:
State-subsidized non-profit

Challenge:
· Membership base had grown stagnant year-after-year
· Lacked the tools and data to analyze marketing channel effectiveness
· Critical data needed to make decisions located across many sources
· Lacked tools to track the source of new memberships

Solution:
· More cost effective data mart to provide quick access to relevant membership data.
· Generated an automated ETL process to consolidates and cleanses data before loading to datamart.
· Created an analytical platform to better understand historical membership trends and tied to marketing channels and effectiveness

Results:
· Saves time and resources in generating value-add reports
· Ability to better understand the prospect to member journey
· Helps marketing leaders validate and identify opportunities into new target markets

With a membership base that had grown stagnant year-after-year, a well-known, state-subsidized non-profit turned to RTS Labs to help reverse the downward trend and grow much-needed membership revenues. With a goal to attract more young adult members in the coming year, the non-profit developed a marketing plan that would appeal to millennials, while eliminating wasteful marketing expenses and staff time spent on campaigns that produced low membership yields.
With the new marketing strategy in place, the non-profit found itself operating at a distinct disadvantage since it lacked the tools and data necessary to analyze and research the plan and its potential impact on young adult prospects.

The Challenge

· The client lacked the tools needed to measure the effectiveness of their marketing campaigns or ROIs per marketing channel.
· The client did not have access to a 360-degree view of the prospect-to-membership pathway and the various touch points along the way.
· Key data necessary for in-depth analysis was not captured or was stored in multiple locations.
· The non-profit had no mechanism to track new memberships from direct mail, social media, email or print billboards.
· The primary sources of new membership sales, the POS registers in the gift shop and tickets counters, as well as the eCommerce website were on two different platforms.

The Solution: A Technology Makeover

To provide the marketing and development departments with critical

decision-making data, RTS recommended a cost-effective data mart (as opposed to much larger data ware-house) that would provide quick access to relevant information.

Next, RTS engineered a consolidated ETL process to extract, transform and load key data elements for analysis from the eCommerce site, POS, membership management and financial systems. Data from these disparate sources was exported to Amazon EC2, a cloud environment. This was used as a staging area where it was cleansed and, using SSIS packages, transformed into a star schema and then loaded into the final datamart as an OLAP view.

The result was a platform that contained current members, but also a complete history of past memberships and tied, whenever possible, to the appropriate marketing channel source (website, ticket counter, gift shop, email, social media or, billboard).

The goal was to create an analytical platform that seamlessly and automatically captured data for ad-hoc analysis and required minimal IT resources and staff time.

Don't just look at your internal system reports; create new insights that show how your business decisions are impacting your bottom-line.

The Result: Identify Most Effective Millennial Marketing Channels

Equipped with the tools to capture and analyze key data elements, RTS helped the nonprofit identify potential touch points for prospects as they went down the pathway to membership, as well as the ROI across multiple marketing channels.

With expertise in analysis of business intelligence, RTS evaluated past trends, identified fluctuations of various channels, and how each correlated with membership sales.
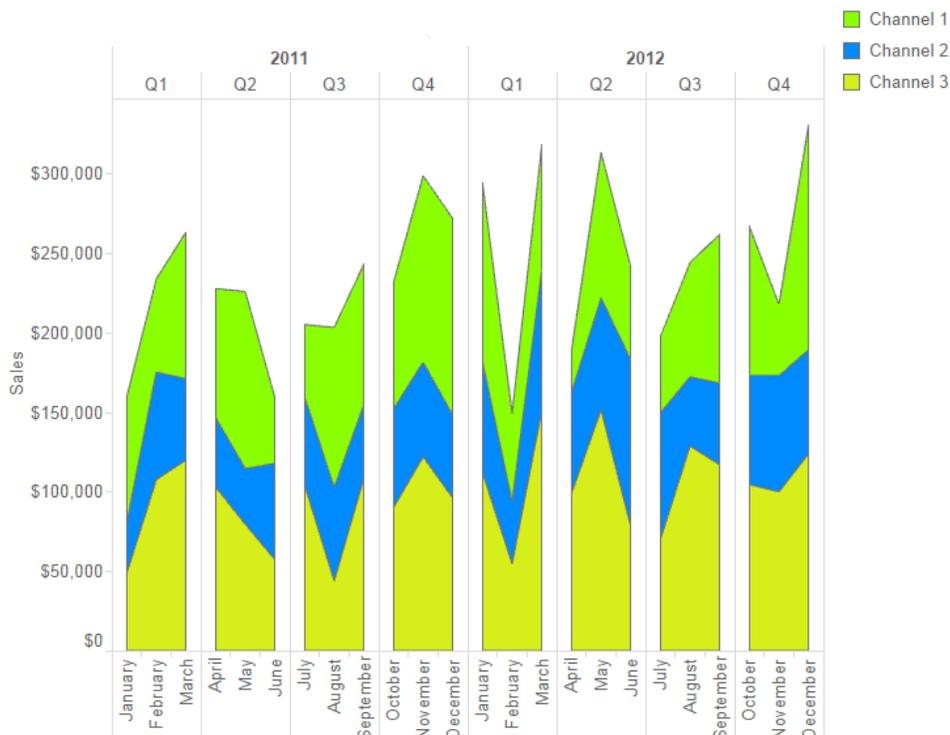
By analyzing the data on age and comparing it against other key performance indicators (KPIs), decision makers uncovered an important insight; that non-profit exhibits promoted through online channels appeared to perform as well as exhibits marketed across both online and offline channels in generating new memberships among the young adult market segment.

RTS helped the non-profit with one more step to ensure the validity of their initial findings.

How RTS Helped Measure Marketing ROI

While a regression analysis clearly indicated that billboards had a significant impact on revenue growth, the impact on membership sales from direct mail (the costliest channel) vs. email remained unclear.

RTS conducted a controlled experiment on the following channels to provide a definitive answer.

· Direct mail
· Print Billboards
· Email
· Social Media
· Paid Online Search

RTS segmented three different customer groups, all within the target age of 22-32 years, based on common attributes, including age, household income, gender and education level.

Group	Media Channels
Group 1	postal mails, Social Media, Paid Search, and Billboards
Group 2	emails, Social Media, Paid Search, and Billboards
Group 3	postal mails, emails, Social Media, Paid Search, and Billboards

The client scheduled three different marketing blasts for different times and for different events and/or exhibits.

The objective was to measure the incremental impact of each strategy on the membership revenues. For these, the ROI per dollar spent on each group was calculated.
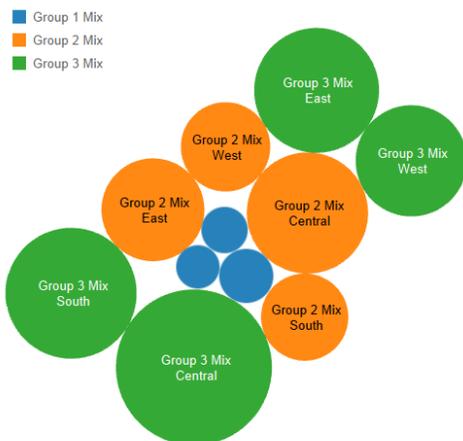
Through the experiment and subsequent analysis of key data across regions, it became clear that the strongest membership growth and increased ROI came from Groups 2 and 3, which indicated that direct mail campaigns were, indeed, the weaker channel and generated smaller marginal returns on membership sales.

The Takeaways

Armed with quick, streamlined access to KPIs and customer insights, the non-profit is well-positioned to make informed marketing decisions that effectively drive membership growth and revenues, despite their limited marketing budget and staff resources.

How can RTS Labs help you?