



Fundraising Everywhere x Blue State

Building a Full-Funnel Digital Program with Pmax, Programmatic & Audio

BLUE  STATE

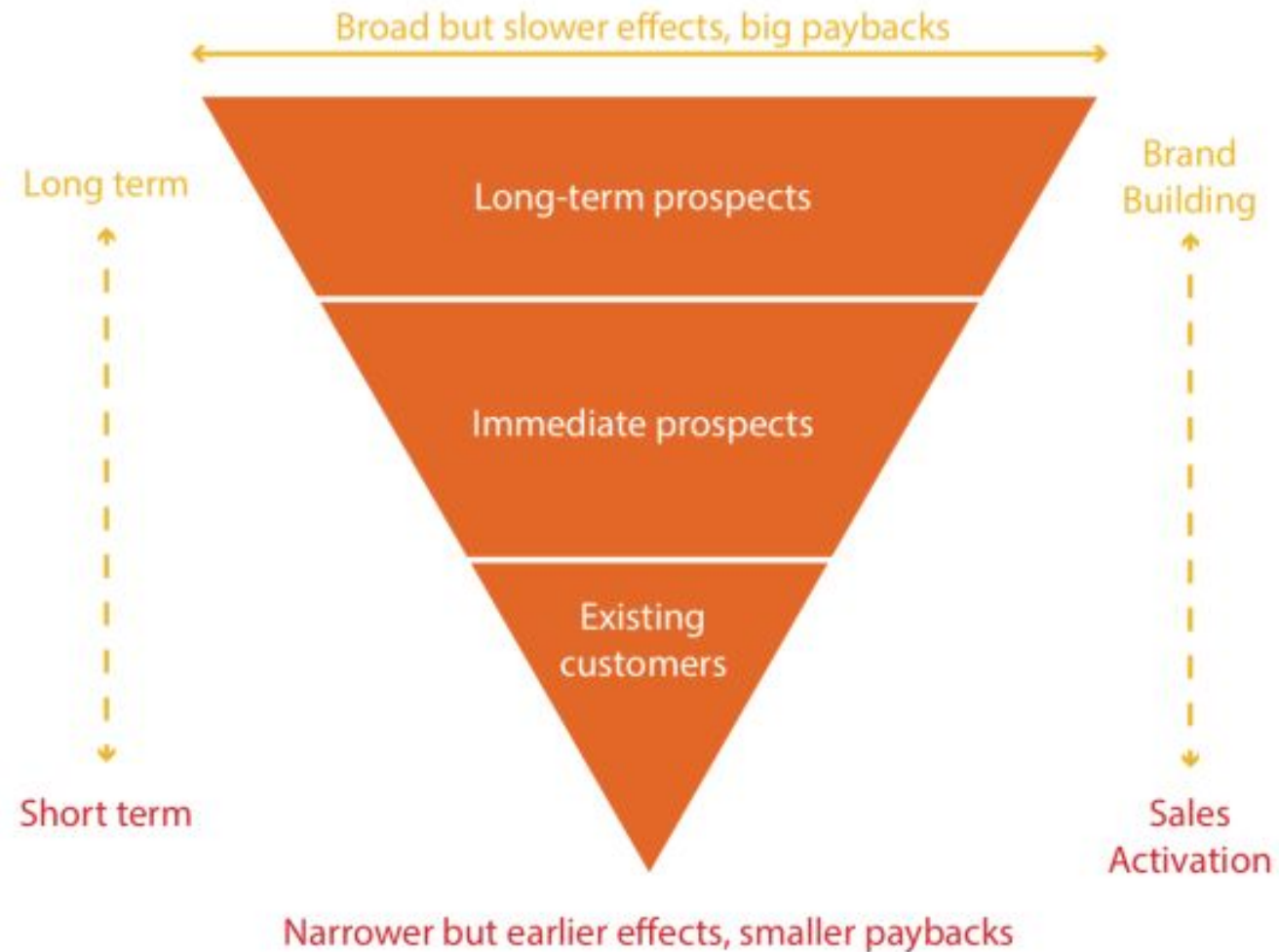
Agenda

1. Why full funnel? A quick reminder
2. Tried and tested
3. Where to start

1 Why full funnel? *A quick reminder*

Why full funnel?

Brand building drives overall growth



Why full funnel?

Brand building drives overall growth

“Brand building is more important in a digital world than it is in the old economy”

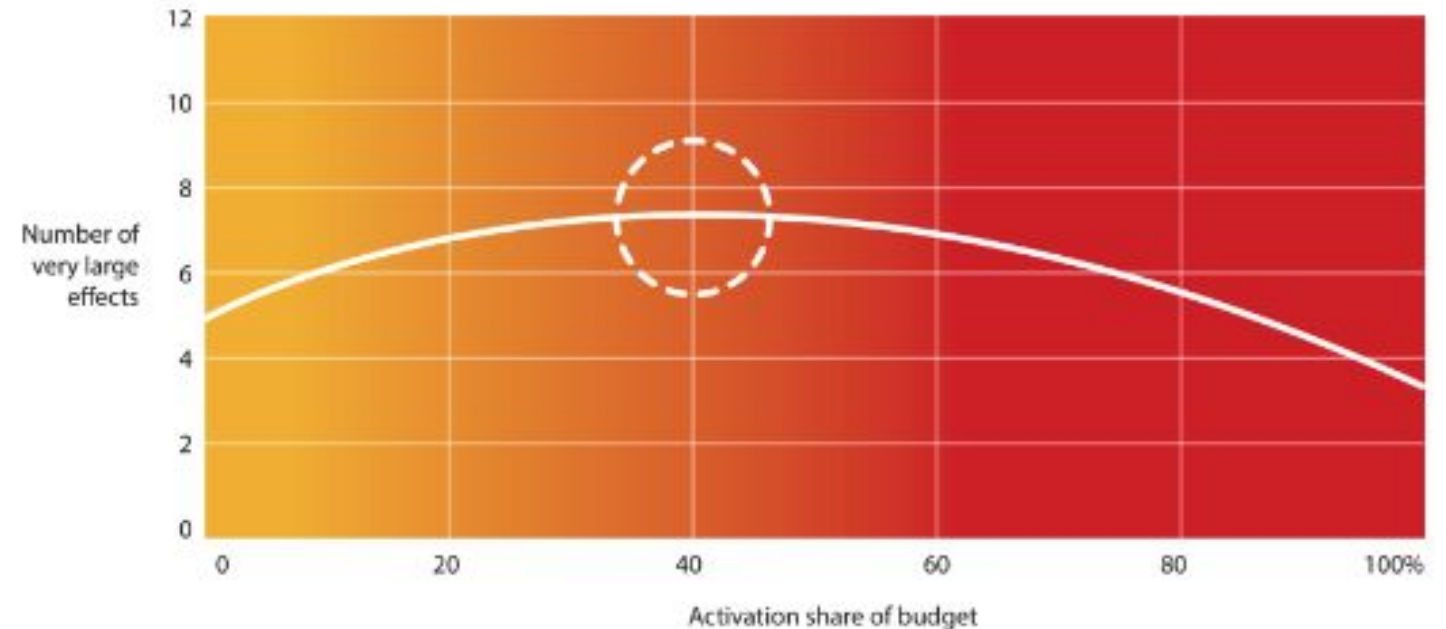
Brands should spend around 60% of their budget on brand building and 40% on activation for maximum effectiveness.

Too little brand building and the brand equity needed to drive sales in the future is not generated.

Too little activation and the brand will not be exploiting the sales potential of brand equity as it accumulates.

This still stands in the digital era - the balance depends on context & how much you dial up each area.

Source: Les Binet and Peter Field, The Long and Short of It, IPA, Figure 38



Why full funnel?

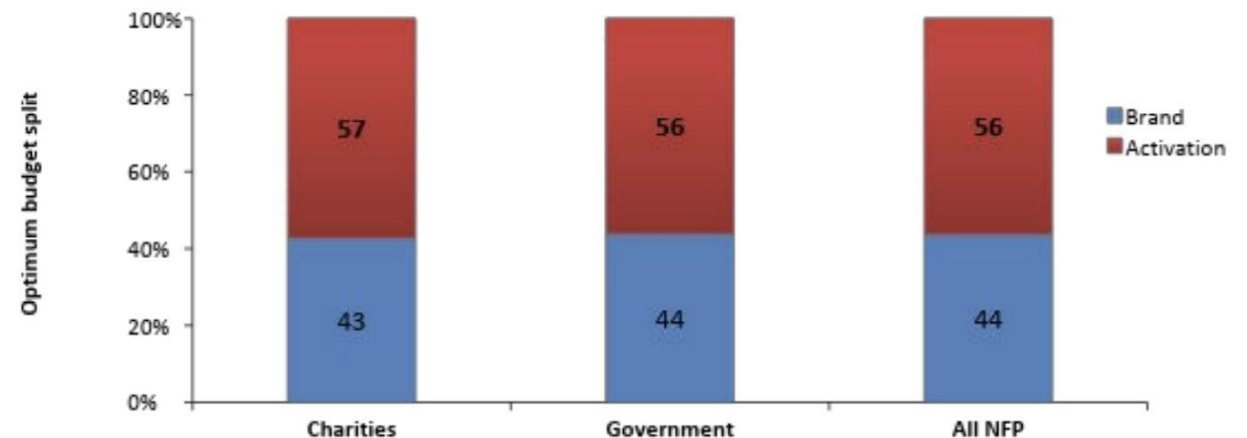
Brand building drives overall growth

Even in the not for profit (NFP) sector brand and activation (performance) effects **work together to boost long term effects.**

For charities they found that the sweet spot occurs at 43% brand building expenditure for charities in order to maintain a long term approach.

It's important to keep attracting and being relevant to new audiences versus saturating existing audience pools.

Including the NFP sector



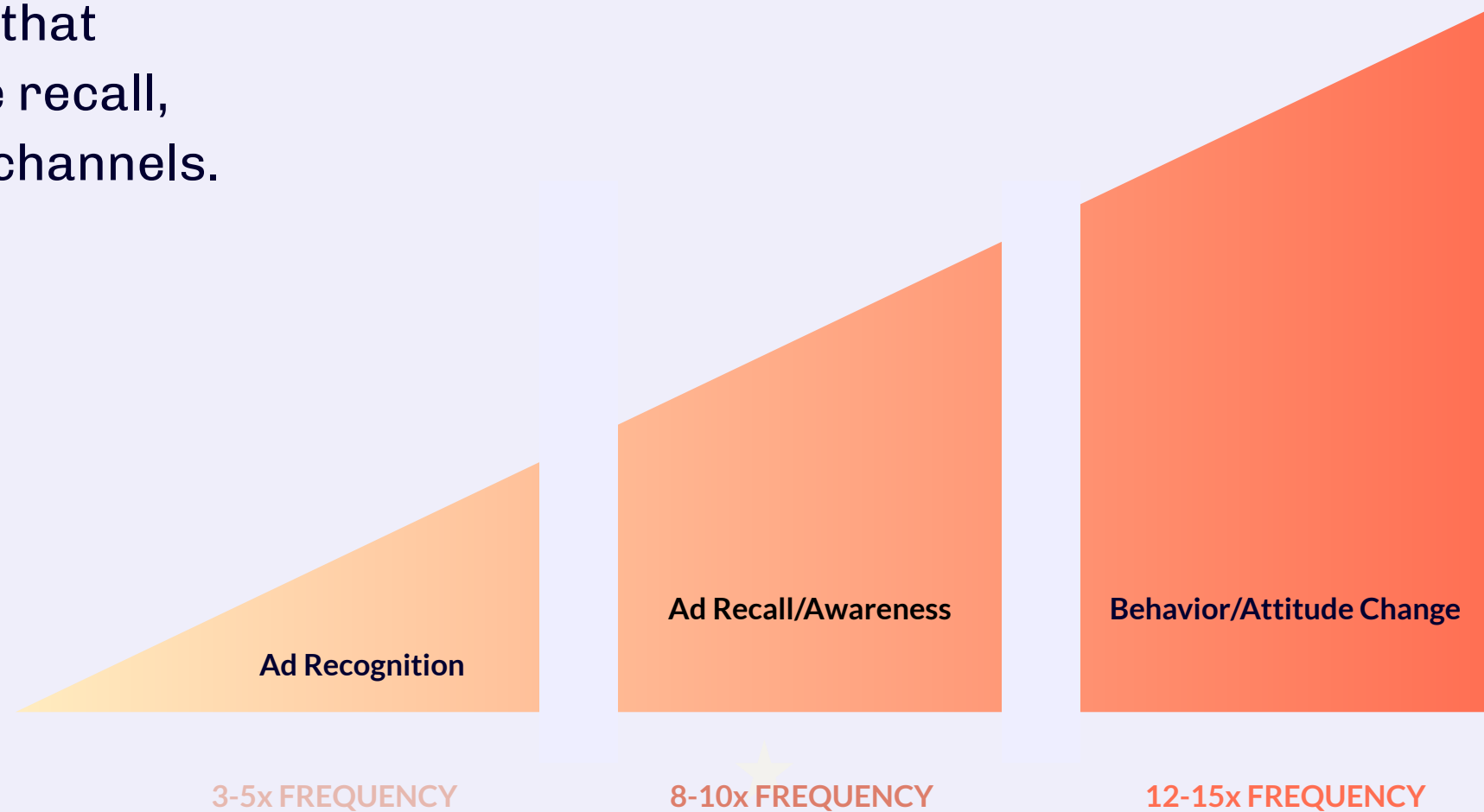
Source: IPA Databank, 2012-2016 not-for-profit cases

Effectiveness in Context, an IPA Databank publication, Oct 2018

Why full funnel?

Upper funnel channels help increase ad frequency

Including channels in your overall media mix that increase message recall, helps conversion channels.



2 Tried and tested

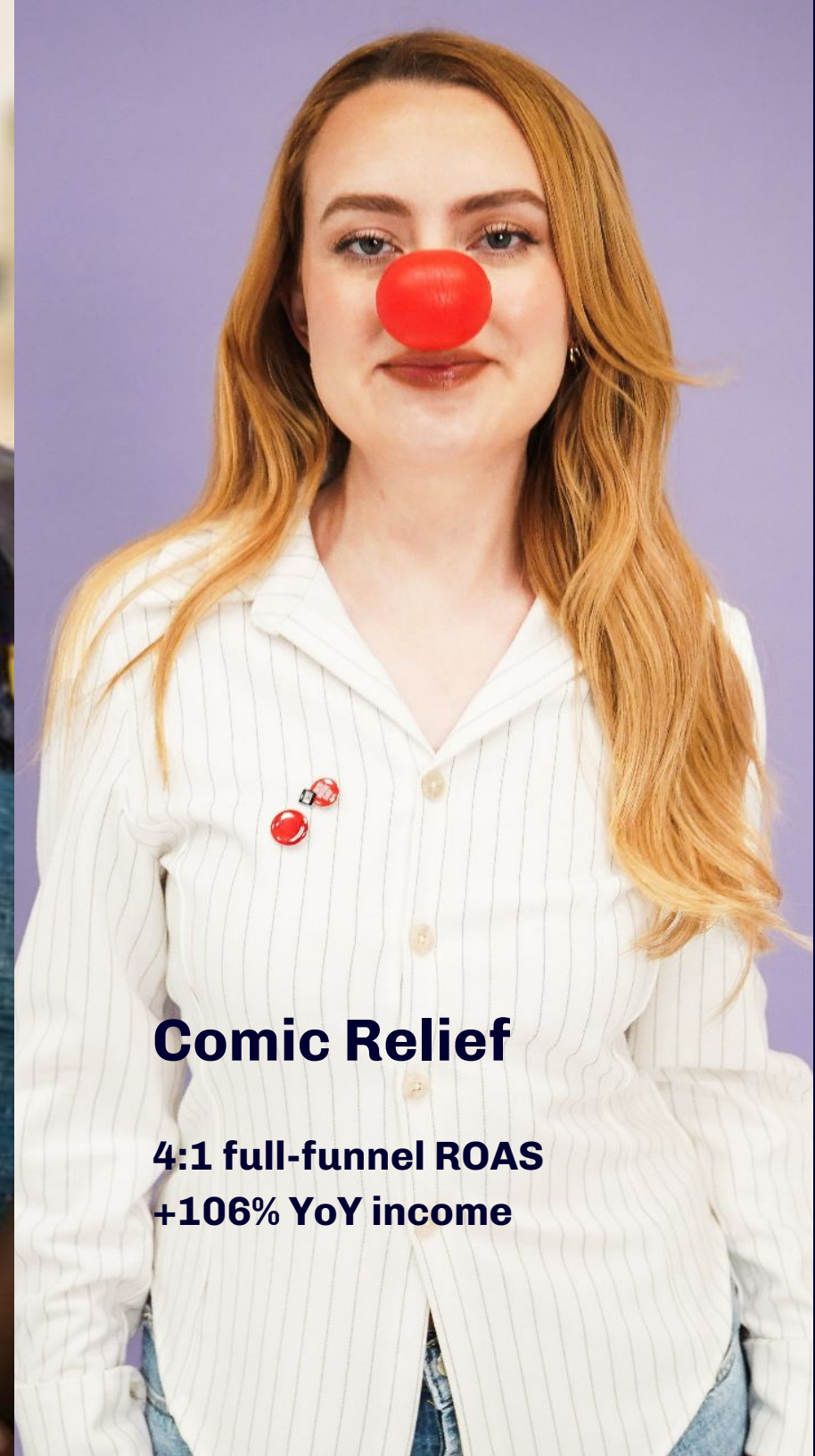
The good news?

You can reduce the monopoly Meta has over your media plans, and still drive strong returns.



UNHCR

**3:1 full funnel ROAS
+RG rates**



Comic Relief

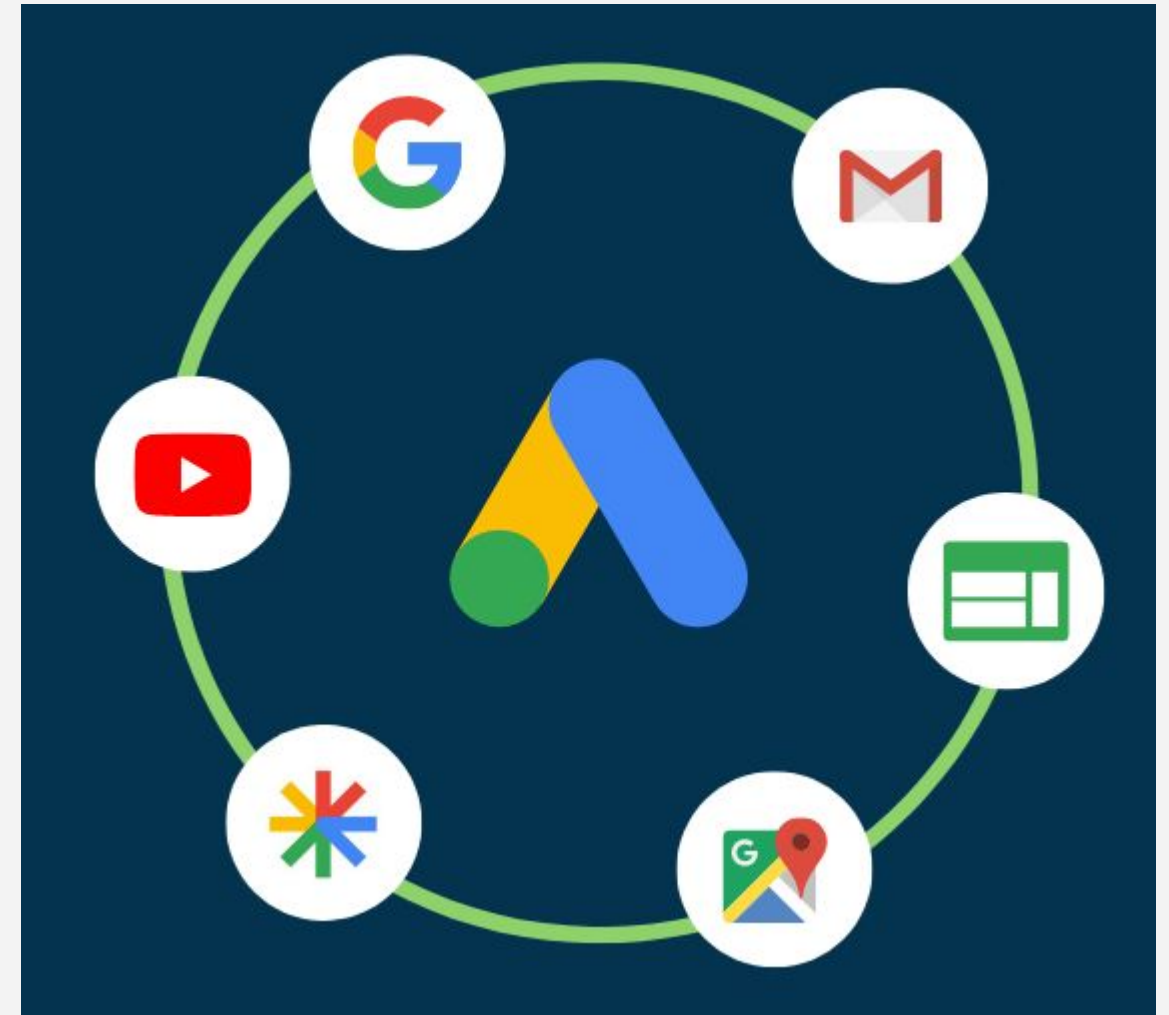
**4:1 full-funnel ROAS
+106% YoY income**

Tried and tested

Performance Max

A channel that presents itself as covering all stages of the funnel, PMax is the perfect start to broadening your channel mix and testing your investment into a full-funnel strategy.

Google refers to Search and PMax as “the power pair”, and we can see why.



Tried and tested

A full funnel conversion driver



4x stronger ROAS than Meta

We run full-funnel fundraising programmes for more than 5 markets within UNHCR, and for each, PMax is a key component.

- The channel drives the **highest ROAS** of any conversion channel in the mix, beating Meta by a large margin.
- We've seen **Regular Giving rates increase** through PMax activity, reflective of the positive impact of investing in your brand and the LTV of your donors.



+197% vs target

Using the 'power pair' strategy, for Red Nose Day this year, we used PMax to drive the campaign reach and scale, alongside Search which drove the micro conversions.

- The placements on offer (YouTube, Display, etc), drove the message amongst a high reach audience.
- This was a strong driver of sign-ups to fundraising, acting as a proven lead generation channel.
- This was the **stand-out channel for scaling retail purchases and donations**, above and beyond the forecasted metrics.

Tried and tested

Programmatic

Many organisations see Programmatic Display as an upper or mid-funnel channel, but we're here to advocate for **also** having this channel in your lower funnel media mix.



UK for UNHCR,
Virtual Giving



Comic Relief,
Red Nose Day 2025

A strong option for contextual conversions



Increased size of website RT audiences for conversion

For Comic Reliefs' Red Nose Day campaign this year, programmatic appeared at the top, middle and bottom of the funnel.

- It was used to drive frequency of message, encouraging people to watch the show on the night.
- It drove traffic to the site, encouraging people to engage in all the different way they could get involved.
- It drove sign ups and direct donations too!



Drove 6% of Winter Appeal donations

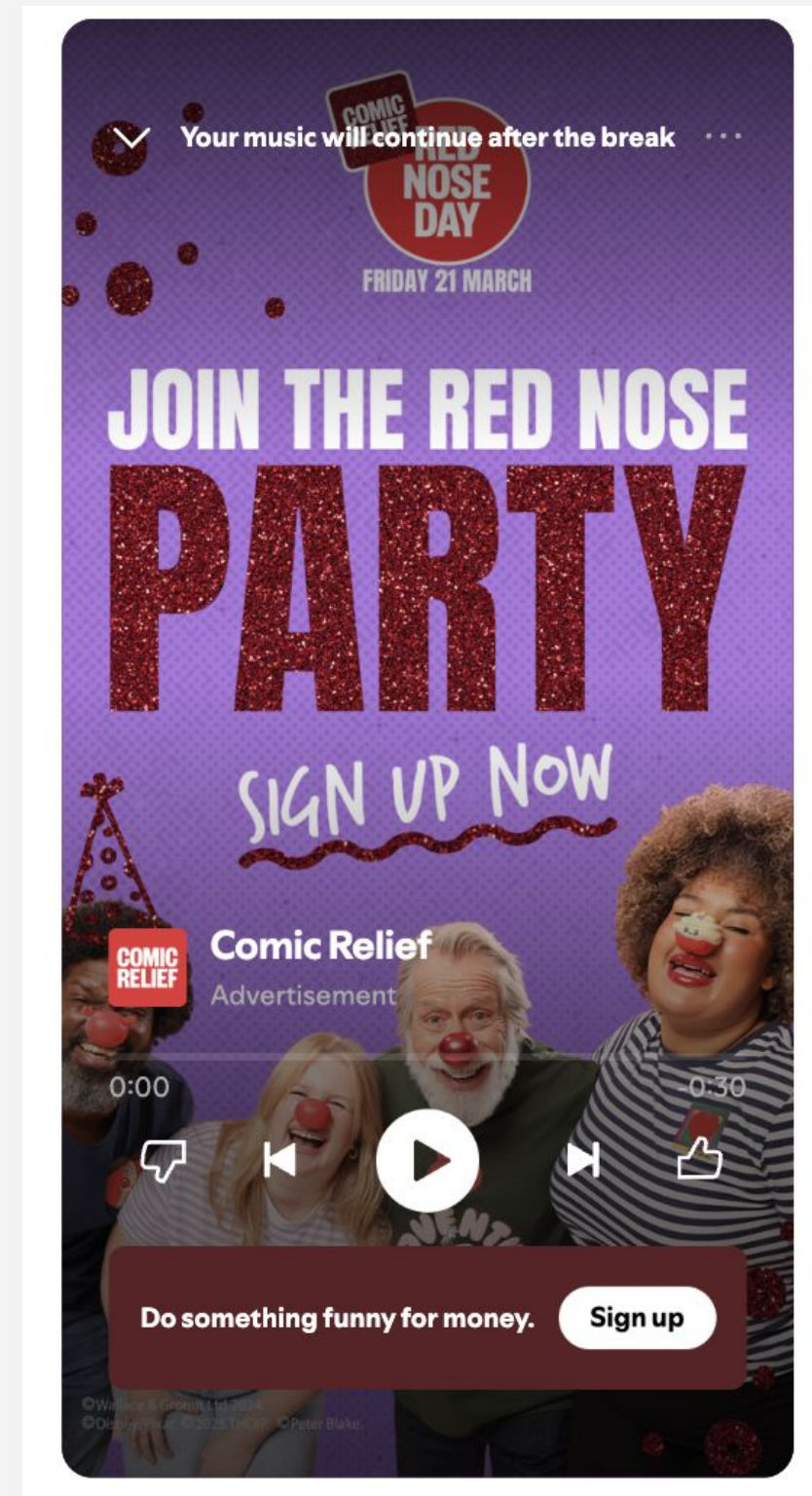
In order to understand how programmatic can work for your organisation, you need to be willing to test vendors.

- For organisations who run virtual giving propositions, have an online shop, or similar, Amazon is an example of how you can contextually run ads in an ecommerce environment.
- Although the sensitive content policies are one to watch out for, we've seen donations driven directly when running a shop/purchase proposition.

Tried and tested

Audio

Platforms like Spotify, Podcasts, Global DAX and more, have started to make noticeable impact on brand engagement and onward conversion.



The sound of your brand can also drive conversions



AOV comparable to display

We used Spotify as a direct conversion channel for a few UNHCR markets last Winter Appeal.

- We tested different audio scripts, and voiceover artists, to understand how to drive the biggest impact.
- We had the best success with ambassadors or celebrities with well known voices, seeing donations directly driven from these ads.
- At the moment, we're seeing this vertical drive slightly lower average gift value, but with plenty of opportunity to keep testing and scaling.



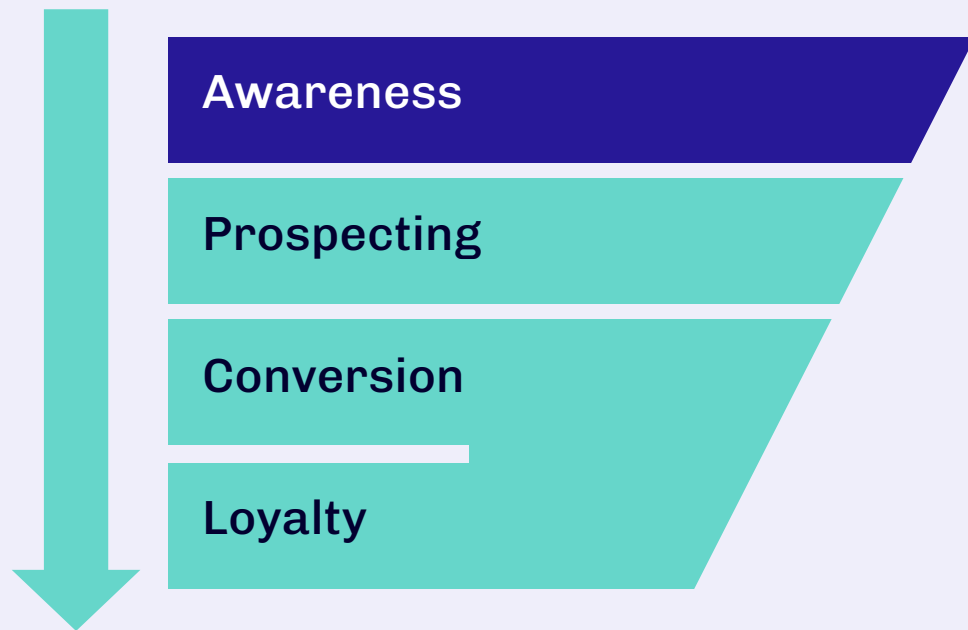
+123% vs target

We used Spotify in both the upper and mid funnel, for driving message frequency and traffic to site.

- We saw a **90% ad completion rate** amongst our target audiences.
- The higher engagement rates were driven by audiences that aligned with our other channel targeting, showing a correlation with brand interest.
- Traffic to site helped to build our retargeting audiences, generating income across other lower funnel channels.

3 So, where to start?

If you're struggling to know how to diversify your media mix into a funnel that looks like the below, start small and test in increments.



Starting Small

Performance Max, by nature of the channel, sits across the full funnel.

Pulling placement report will demonstrate how you can be delivering across upper funnel channels, and still driving strong returns because Search is generating donations and income.

Use this as your starting point for demonstrating the positive impact of a fuller media mix.

Scaling up

Channels like Spotify, and other audio platforms, are a foray into the mid and upper realms of marketing. You will see strong engagement rates, and traffic to your website as a result of advertising here.

Look at the impact this has on your retargeting audiences on other channels, and on your search keyword reports, and build that picture of increased brand investment across the media mix.



**For more, download our 2024
UK Giving Behaviours Tracker**

bluestate.co/landingpage/download-uk-giving-behaviours-tracker-2024



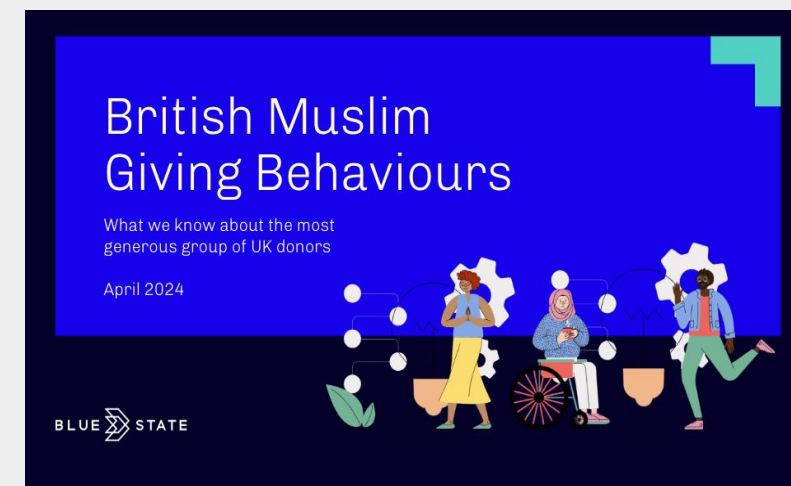
Blue State's full case studies:

<https://www.bluestate.co/eu/case-studies/>



**Download our
ethical fundraising guide**

bluestate.co/ethical-fundraising-report/



**And our Muslim Giving
Behaviours Report**

[.bluestate.co/landingpage/download-uk-muslim-giving-behaviours-report/](https://bluestate.co/landingpage/download-uk-muslim-giving-behaviours-report/)

IFC2024

THANK YOU!

Questions?
Comments?
Experiences to
share?

Plus get in touch for
slides and to
continue the
conversation...



Nathalie Ormrod

(She/her)
Senior Director, Paid Media



normrod@bluestate.co



linkedin.com/in/nathalie-ormrod