# Channel Management Booster

Marketing Analytics Assignment 3 - Pitch 2
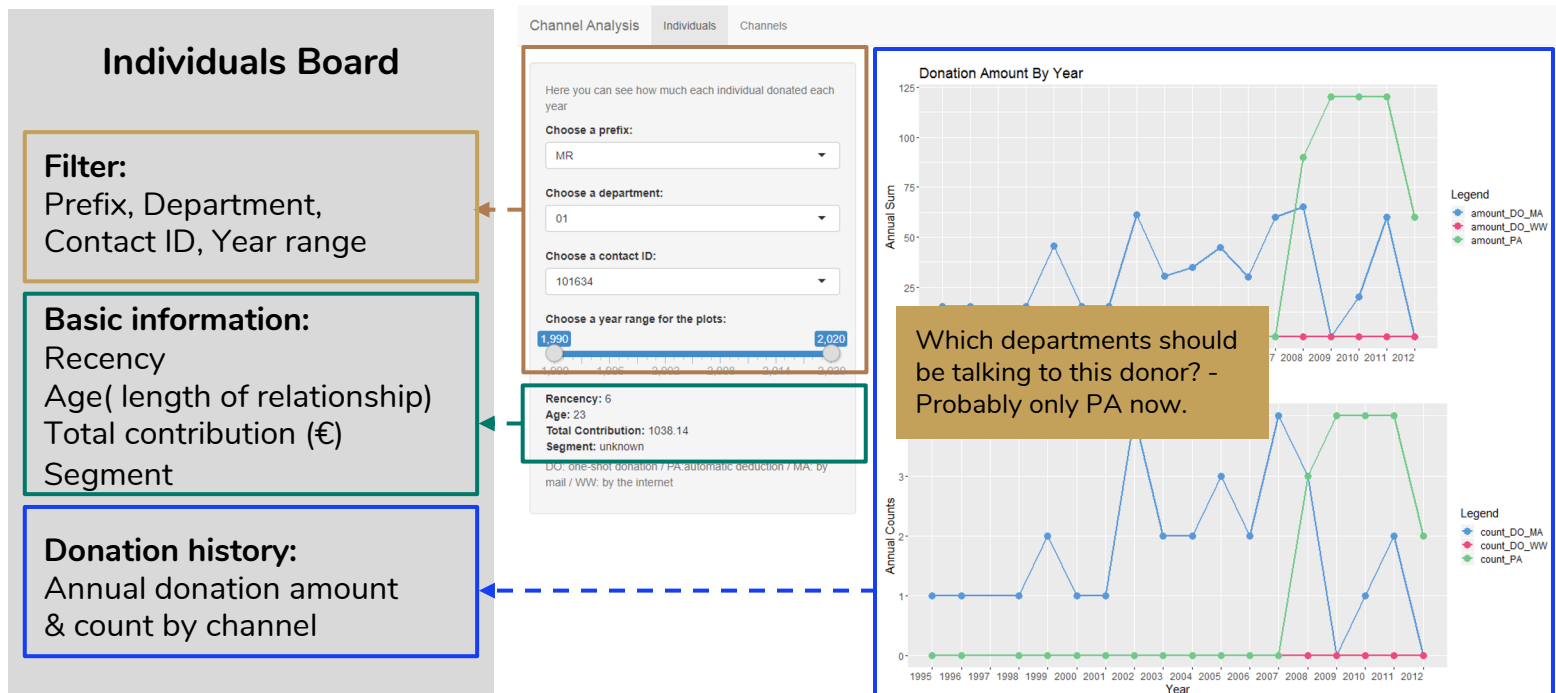
# "What's the big picture?"

—— An overview dashboard
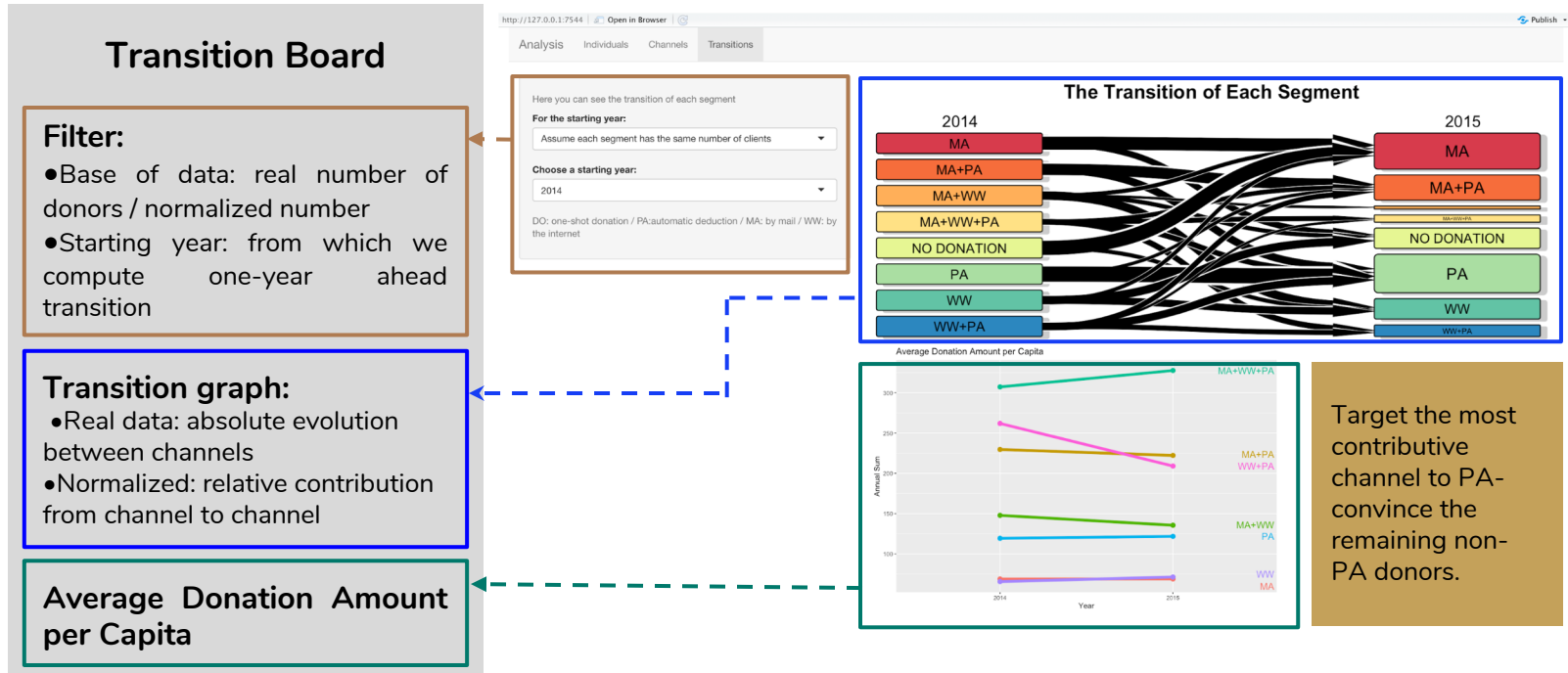
# Dashboard - What's going on with each donor?



## Individuals Board

**Filter:**
Prefix, Department,
Contact ID, Year range

**Basic information:**
Recency
Age( length of relationship)
Total contribution (€)
Segment

**Donation history:**
Annual donation amount
& count by channel

Channel Analysis    Individuals    Channels

Here you can see how much each individual donated each year

**Choose a prefix:**
MR

**Choose a department:**
01

**Choose a contact ID:**
101634

**Choose a year range for the plots:**
1,990                                    2,020

**Rencency:** 6
**Age:** 23
**Total Contribution:** 1038.14
**Segment:** unknown

DO: one-shot donation / PA: automatic deduction / MA: by mail / WW: by the internet

Donation Amount By Year

Which departments should be talking to this donor? - Probably only PA now.

# Dashboard - What's going on with each channel?

# Dashboard - Whom should we convince to switch to PA?

## Transition Board

**Filter:**
- Base of data: real number of donors / normalized number
- Starting year: from which we compute one-year ahead transition

**Transition graph:**
- Real data: absolute evolution between channels
- Normalized: relative contribution from channel to channel

**Average Donation Amount per Capita**



Target the most contributive channel to PA- convince the remaining non-PA donors.

# Dashboard - Some findings

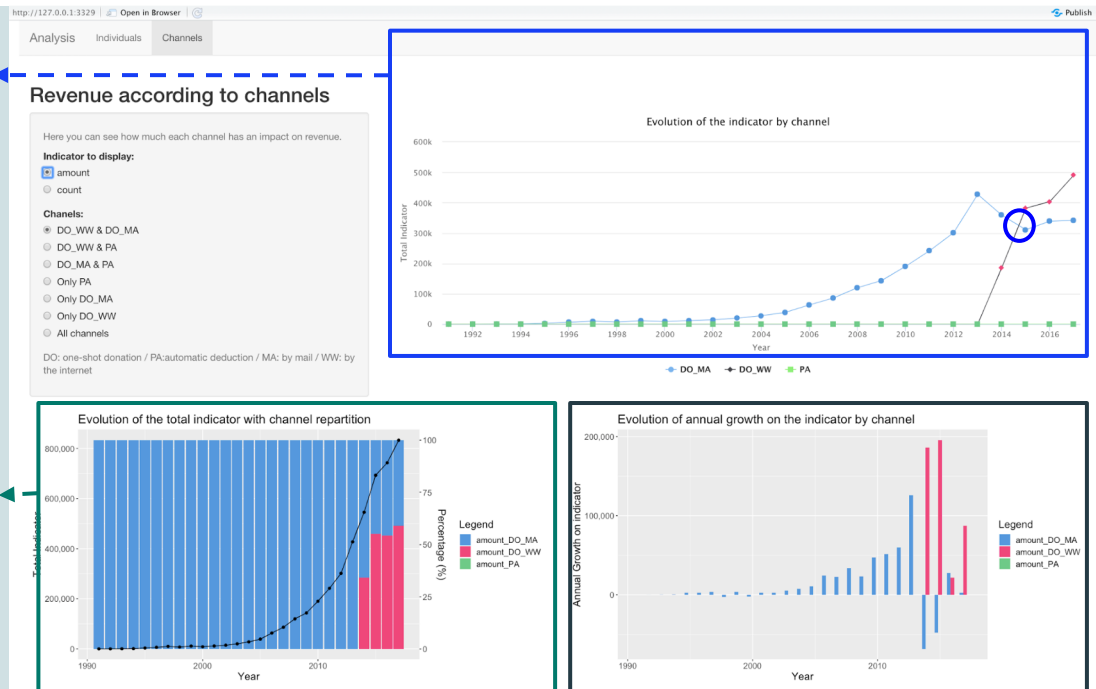## Channel board - Mail vs Internet targeting by donation amount



**Crossing curves:**
In 2014-15, notice that one-shot donations originated from internet targeting took over mail targeting.

**Internet targeting momentum:**
In fact, internet-sourced donations account for over 60% of total one-shot donation amount.

**Mail targeting softpedals:**
In 2013, mail-sourced donation amount started decreasing...

# Dashboard - Some findings

## Channel board - Mail vs Internet targeting by number of donations
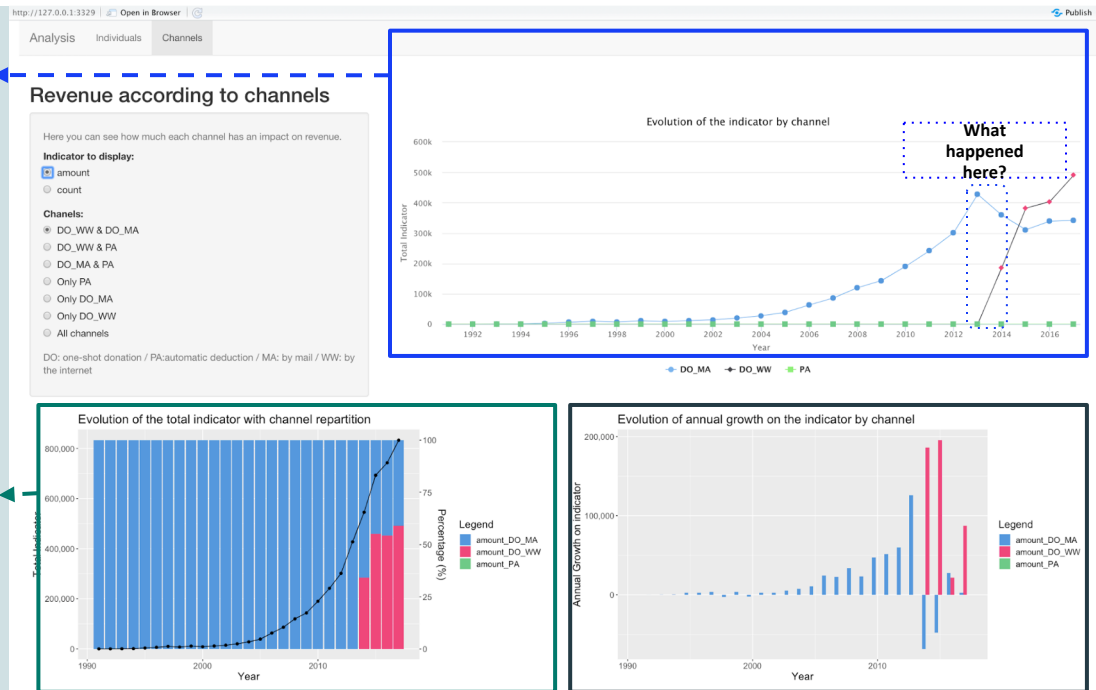


**Crossing curves:**
Around the same time, the number of one-shot donations originated from internet targeting also exceeded mail targeting.

**Internet targeting momentum:**
Internet-sourced donations now account for approximately 55% of the total number of one-shot donations.

**Mail targeting softpedals:**
In 2013, mail-sourced donation amount started decreasing...

Revenue according to channels

Here you can see how much each channel has an impact on revenue.

Indicator to display:
- amount
- count

Chanels:
- DO_WW & DO_MA
- DO_WW & PA
- DO_MA & PA
- Only PA
- Only DO_MA
- Only DO_WW
- All channels

DO: one-shot donation / PA:automatic deduction / MA: by mail / WW: by the internet

Evolution of the indicator by channel

What happened here?

Evolution of the total indicator with channel repartition

Evolution of annual growth on the indicator by channel

# Dashboard - Some findings

## Donor-level response to channels

**Donor profile:**
MR ID795
Old, recurrent contributor
1000+ € total contribution

**Donation trajectory:**
MR ID795 converted to monthly PA - probably in Dec 2012. The charity dropped out mail targeting quickly after conversion. Here, it seems that internet targeting that picked up after conversion acts as a prevention against churn, rather than conversion.

Is MR ID795 a generalizable archetype for donor response to channels?
Are there other channel shifts carried out by the charity? If so, what are their effects on donation trajectory?

Analysis | Individuals | Channels | Transitions

Here you can see how much each individual donated each year

Choose a prefix:
MR

Choose a department:
02

Choose a contact ID:
795

Choose a year range for the plots:
1,990 ——————————— 2,020
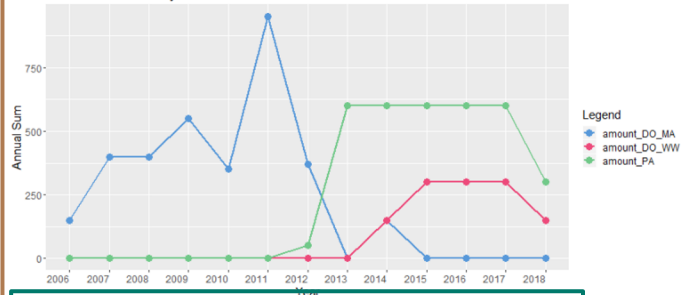1,990   1,996   2,002   2,008   2,014   2,020

Rencency: 0
Age: 12
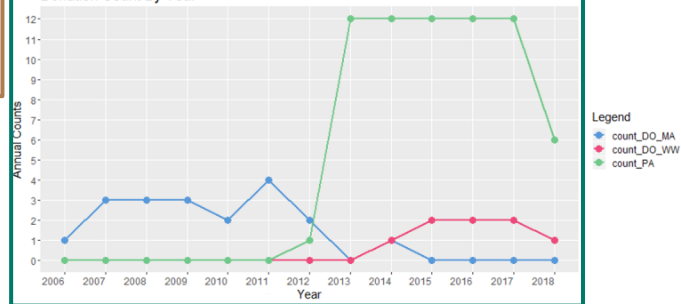Total Contribution: 7870

DO: one-shot donation / PA:automatic deduction / MA: by mail / WW: by the internet



Donation Amount By Year

Legend
amount_DO_MA
amount_DO_WW
amount_PA

Donation Count By Year

Legend
count_DO_MA
count_DO_WW
count_PA

# Application of Markovian framework:

## Iterative A/B Testing

### Select a test experiment

Split sample of donors in subgroups A and B

**A**
**Channel 1**

Target A via channel 1 (for example: WW)

**B**
**Channel 2**

Target B via channel 2 (for example: MA)

### Set objectives

Objective could range from:

- Maximizing PA conversion
- Maximizing amount
- Minimizing churn

### Assess performance

Score test according to objectives

**A**
**Channel 1**

- % of PA conversion
- % growth in amount
- % churn

**B**
**Channel 2**

- % of PA conversion
- % growth in amount
- % churn

### Adapt channel strategy

Allocate marketing efforts with respect to top-performing channels

**A**
**Channel 1**

Find out-of-sample A donor similarity and apply best-performing targeting channel

**B**
**Channel 2**

Find out-of-sample B donor similarity and apply best-performing targeting channel

**Iterate test on:** new channels/intra-channel content/new donor sample