

CLIENT BRIEF

Marketing Analytics & Donor Engagement Optimisation

Client: MobileImpact

Project Duration: 8 weeks

Engagement Type: Strategic Analytics Consulting

Issue Date: September 2025

1. ABOUT MOBILEIMPACT

MobileImpact is a dynamic non-governmental organisation tackling pressing global challenges, including combating hunger, expanding access to education, and fostering sustainable communities. What distinguishes us is our innovative approach: we leverage mobile applications and gaming platforms to reach and engage a broad, diverse audience.

Our Mission & Impact

We align our work with the United Nations Sustainable Development Goals (SDGs), particularly:

- **SDG 1:** No Poverty
- **SDG 3:** Good Health and Well-being
- **SDG 4:** Quality Education

The SDGs, established in 2015 as part of the UN's 2030 Agenda, serve as our global framework for tackling poverty, inequality, and climate change. By designing mobile engagement strategies that support these objectives, we contribute to creating a more equitable, sustainable future.

Our Revenue Model

MobileImpact operates through a hybrid funding model:

1. **In-app purchases and micro-donations** embedded in mobile games, allowing casual users to contribute seamlessly while playing
2. **Recurring subscriptions** from long-term supporters, providing predictable monthly revenue
3. **Targeted fundraising campaigns** tied to specific projects or emergency relief initiatives

This diversified approach allows us to build relationships with both casual participants and committed long-term donors.

Our Values

At our core, we value building meaningful and transparent relationships with our supporters through:

- Sharing stories of real-world impact
- Hosting interactive digital events
- Regular updates on project outcomes

However, we face ongoing challenges: donor fatigue, attrition, and balancing entertainment-driven app interactions with our serious philanthropic mission.

2. THE BUSINESS CHALLENGE

A recent internal review has highlighted critical needs to optimise our engagement strategies across all touchpoints. We're at an inflection point where data-driven insights can significantly strengthen donor relationships and maximise our contribution toward achieving the SDGs.

Additionally, we're exploring how emerging marketing technologies—including social media analytics, Generative AI (content personalisation, conversational assistants), and virtual reality (immersive impact storytelling)—can create new opportunities for acquisition, engagement, and retention.

We're also concerned about navigating evolving data privacy regulations (particularly GDPR) and ensuring our practices remain compliant while maintaining effective campaign measurement and cross-border data processing.

3. PROJECT OBJECTIVES

We need your expertise to analyse our comprehensive donor and engagement data to:

Primary Objectives:

1. Understand Donor Behaviour Patterns

- Examine differences between traditional donors and in-app contributors
- Analyse donation frequencies, in-app purchase behaviours, and preferred engagement channels
- Identify long-term giving trends
- Define performance indicators for sustained engagement

2. Reduce Donor Churn

- Detect which donors are at risk of attrition (both recurring donations and in-app contributions)
- Develop evidence-based strategies and targeted interventions to minimise churn.
- Design personalised retention campaigns and tailored incentives

3. Optimise Future Fundraising Activities

- Leverage historical data to identify drivers of high-yield campaigns
- Determine what makes recurring support successful
- Recommend how seasonal drives, in-app promotions, and social media campaigns can be optimised.

4. Enhance Overall Engagement

- Provide recommendations for personalised outreach and dynamic campaign messaging
- Suggest app-based incentives that drive action
- Advise on integrating emerging technologies (AI, VR, advanced targeting) while maintaining GDPR compliance

4. AVAILABLE DATA ASSETS

We're providing access to our comprehensive donor database covering **January 2024 to August 2025**. The data is organised across five files:

4.1 Customers Data

Demographic and profile information:

- Customer ID, Age, Gender, Occupation
- Income Level (High/Medium/Low)
- Location (Australian state/territory and city)
- Family Size

4.2 Traditional Donation Patterns

Historical giving data, including:

- Donation ID, Customer ID, Donation Date
- Donation End Date (for cancelled memberships)
- Donation Amount
- **Product Types:**
 - **Membership:** Recurring monthly donations (variable amounts)
 - **Membership Top-Up:** Additional one-time or periodic contributions
 - **General Donation:** Flexible one-off contributions
- Payment Channel

Note: Customers without records in this table may have active memberships with no cancellation or one-off donation history during the reporting period.

4.3 Mobile Game In-App Purchases

Mobile engagement data:

- Customer ID, Device Type (iOS/Android)
- Game Genre (MOBA, Battle Royale, Action RPG, Puzzle)
- Session Count and Average Session Length
- Spending Segment (minnow, dolphin, whale)*
- In-App Purchase Amount (AUD)
- First Purchase Days After Install
- Payment Method
- Last Purchase Date

*You may adapt or propose your own spending segmentation approach.

4.4 Marketing Campaigns

Campaign execution details:

- Campaign ID, Campaign Type (email, social media, TV)
- Campaign Date, Campaign Budget
- Target Audience (e.g., high-value donors, returning donors)

4.5 Campaign Response

Engagement metrics:

- Customer ID, Campaign ID
- Response (Yes/No)
- Click-Through Rate
- Engagement Frequency

5. SCOPE OF WORK

Analytical Expectations:

- Conduct a comprehensive analysis using marketing analytics techniques
- Utilise Google Cloud Platform tools (BigQuery, Looker Studio recommended)
- Create and explore relevant data features and variables
- Apply segmentation, retention analysis, and predictive modelling as appropriate
- Think creatively—identify trends and develop analytical questions beyond the obvious

Strategic Thinking Required:

We're looking for consultants who will:

- Explore the data from multiple angles
- Identify actionable patterns and insights
- Connect findings to broader marketing theory and best practices
- Consider the unique challenges of non-profit donor engagement

6. DELIVERABLES

6.1 Business Report (Primary Deliverable)

Format: Professional business report, approximately 4,000 words (3,600-4,400 acceptable)

Audience: MobileImpact leadership team. We understand broad business concepts but are not data scientists. Present insights in clear, accessible language.

Required Elements:

- Executive summary of key findings
- Analysis methodology overview
- Performance evaluation and insights
- **Minimum 3 strategic recommendations** (data-driven, distinct, considering broad implications)
- **4-6 charts, graphs, or tables** (clearly labelled, easy to interpret)
- **5+ academic sources** supporting recommendations (APA 7th edition)
- References section

Suggested Structure (flexible):

- Executive Summary
- Understanding the Consumers
- Methodology
- Evaluating the Performance
- Strategic Recommendations
- References

6.2 Analysis Documentation (Supporting File)

- SQL queries or analysis code
- Key outputs and results
- Appendix materials

7. TIMELINE & PROJECT GOVERNANCE

Project Duration: 8 weeks

Final Deliverable Due: Friday, October 3rd, 2025 by 8:00 PM Melbourne time

Communication Expectations:

- Use Microsoft Teams (or equivalent) for all project communications
 - Maintain regular progress updates
 - Schedule meetings at mutually agreed-upon times (virtual or in-person)
 - Document all major decisions and task allocations
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8. SPECIAL CONSIDERATIONS

Use of AI Tools:

We welcome the use of Generative AI tools as assistants in this project for tasks such as:

- Editing and proofreading
- Improving clarity of communication
- Refining visualizations
- Supporting data analysis workflows

However, your final deliverables must represent your team's original thinking, critical analysis, and strategic insights. AI-generated content should be modified and integrated thoughtfully. Please acknowledge AI tool usage in your submission.

Data Privacy & Ethics:

As you analyse donor data, keep in mind:

- GDPR and privacy compliance considerations
- Ethical use of personal information
- Recommendations that respect donor privacy
- Transparency in data collection and usage

9. QUESTIONS & CLARIFICATIONS

For any questions about data definitions, project scope, or deliverable expectations, please reach out to your MobileImpact project liaison.

We're excited to work with your team and look forward to insights that will help us maximise our impact toward achieving the Sustainable Development Goals.

MobileImpact Team

Transforming engagement into impact