

Text to donate uplifts DRTV campaign results

Business need

To provide a way for viewers of Cats Protection TV advert to make a text donation to the charity from their mobile phones rather than calling their 0800-number.



The solution

A simple call to action was added to on-screen messaging on a month-long TV advertising campaign in March, 2011.

Four different keywords were used to track and segment responses from donors.

The CAT4 keyword was promoted (tested) without an SMS donation mechanic – instead, these respondents were called back to request a donation.

Using a dedicated charity shortcode (70100) meant that VAT and some network fees were waived, increasing the amount of the donation given to the charity.

SMS donors received a “thank you” response which advised that the charity would be calling them about the appeal.

The call centre operatives aim was to develop a longer-term relationship with the donor (i.e. a regular monthly payment) or at least a larger single additional donation.

Results

- Mobile donors generated 35% of the immediate revenues from the TV campaign
- 40% more responders by SMS than traditional 0800 phone call route
- Value of donations from SMS donors is 18.5% higher than traditional donors
- Use of call-back to SMS donors led to 900% increase in value of donations
- Campaign ROI of 414% (APR equivalent > measured over 6-year LTV calculation)

