

#21

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, April 26, 2018 5:07:40 PM
Last Modified: Thursday, April 26, 2018 5:19:30 PM
Time Spent: 00:11:50
IP Address: 207.71.46.28

Page 2: Tell us who you are!

Q1 Contact Information

Name	Katrina Kehoe
Title	VP Communications and Marketing
Station	KLRN Public Television
Email	kkehoe@klrn.org
Phone Number	210-208-8433

Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

A/B Testing: An Easy Way to Learn More About Your Members

Q10 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

KLRN's Membership Department has always operated based on assumptions from past experiences with members. For example, we have long tried to avoid flashy renewal emails, believing that simpler, text-based emails would feel more personal and be better received by recipients.

But how do you confirm or rethink those assumptions? Are we missing any opportunities?

An easy way to listen to your members is to simply ask them what they prefer. A/B testing is an effective way to do that. More than a year ago, KLRN began experimenting with A/B testing in monthly renewal emails. We adopted an attitude of capitalizing, any chance we could, on the opportunity to test.

2018 Development Awards - Application Form

Q11 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Each month, we come up with an element to test, or we segment our list according to a member characteristic such as Passport viewers vs. non-viewers. This is an ongoing process, which helps us develop best practices to follow as we communicate with members.

Here's how we design our testing to get valid results:

1. Pick a testable question related to email content, email delivery or the donation funnel.
2. Change one variable in the test group's email to answer that question. Keep everything else the same.
3. Randomly split the audience into two equal control and test groups, using Excel or a coding script.
4. Make sure the emails and the donation funnel are set up to track the two groups separately.
5. After each campaign, apply a statistical test to determine if results are significantly different.
6. Never pass up a chance to do a test!

Here are some things we learned:

- Including members most recent giving amounts in the message can double the number of donations
- Adding a button instead of using just a text-based call-to-action can decrease clicks by a fourth
- Adding a large banner photo can generate more opens but lower the number of donations

Sometimes, instead of testing an element in the email, we segment our members based on some criteria to see how well they respond to an identical email – though this is not strictly an A/B test since the segments are not randomly chosen. For example, we often split active Passport viewers from non-viewers – and we always get at least double the response rates from Passport members.

An important takeaway from our experiments so far is that KLRN members respond better when they connect personally to a renewal request. For example, they are more likely to take action if they see their latest giving amount, or if they're happy watching Passport.

Also, many members might be turned off if they think an email looks too much like spam. That supports some KLRN staff intuitions about using a simple and personal approach with renewal emails, and contradicts some other popular marketing tactics.

The bottom line is that audiences vary widely. So we're trying to learn as much as we can about what our members expect when it comes time to request their continued support.

Q12 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

A robust testing program over the past year has revealed several tactics that can boost KLRN renewal donations by 50% or more. Results have confidence levels ranging from 88% to 98%.

Also, segmenting audiences based on their characteristics sheds other valuable insights. For example, members who watch Passport are 120% more likely to donate after receiving a renewal email.

For details, please see the attached Supporting Materials document.

2018 Development Awards - Application Form

Q13 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

In most of our membership communication, we highlight our primetime programming line-up as well as all of the educational programming on our 24/7 Kids Channel. We often mention new and upcoming programs (such as The Vietnam War series or the next season of The Great British Baking Show) as often as possible so they will know the type of programming that their support helps us to bring to the community.

Q14 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 11: Tell us what you thought!

Q32 This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

Q33 The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Please stress to the Development departments that working closely with the Marketing department is essential to growing, tracking, and creating consistent messaging :)
