



Blaze Your Own Trail



PMDMC | JULY 22, 2021

YOU'LL HEAR FROM....

TODAY'S PRESENTERS



**SHARI
BERNSON**

Director of
Development, PBS12



BRETT JONES

VP, Client
Relationships,
Allegiance Group



**LEANNE
BARKLEY**

Account Manager,
Allegiance Group



AMY HOUKE

Media Director,
Allegiance Group



JC BOUVIER

Senior Digital
Strategist,
Allegiance Group

YOUR PEERS BLAZED THEIR OWN TRAIL AND...

1

...leveraged their uniqueness

2

...increased acquisition response rates

3

...effectively deployed digital strategies for fundraising

4

...increased their overall revenue





PMDMC 2021

PART I
—
**PBS12
Breaks New
Ground**

- **Shari Bernson** – *Director of Development, PBS 12*
- **JC Bouvier** – *Senior Director of Digital Strategy, Allegiance Group*

ABOUT PBS12

- Station has a long history + vibrant music culture
- Colorado is a *competitive* PBS market
- Growing opportunity for digital fundraising to thrive
- Rebranding a trusted name in the market



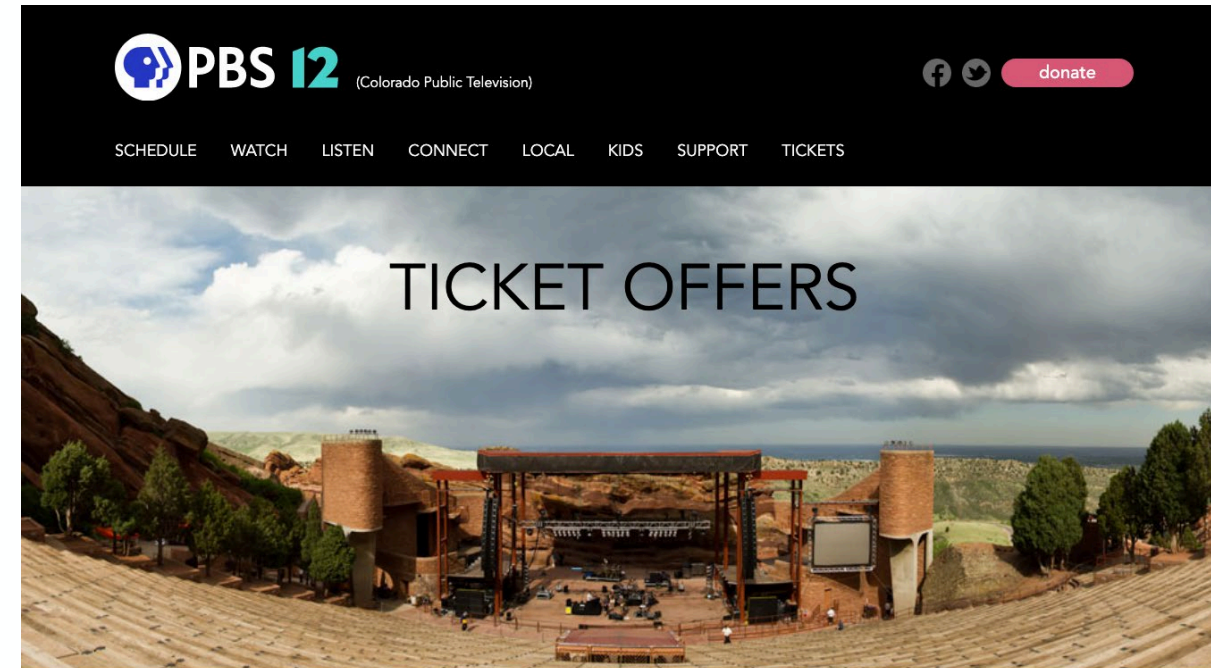
COME FOR THE TICKETS, STAY FOR THE PROGRAMS

1 How could PBS12 better use digital to improve fundraising performance?

2 What existing digital opportunities were there?

3 How could we use music offerings to drive overall station affinity?

4 “Come for the tickets, stay for the programs” became the mantra.



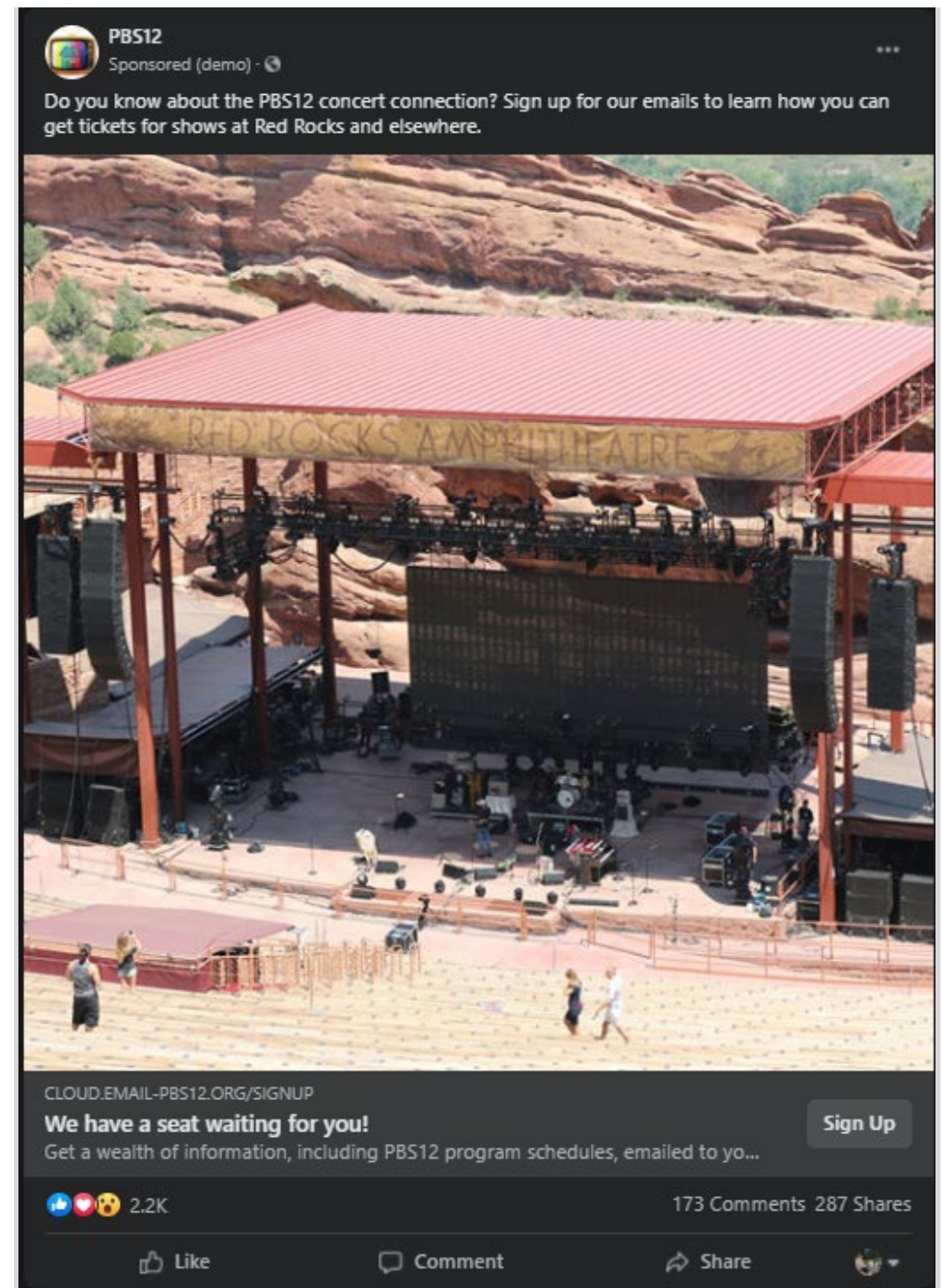
PBS12 Event Tickets

Buy tickets to local events presented by Colorado Public Television.

BLAZE YOUR OWN TRAIL

GROW + CLEAN THE DIGITAL FILE

- Prior ticket buyer + file **reactivation**
- Regular PBS Prospect **engagement**
- Pre-Year End Facebook paid lead **acquisition**



PBS12
Sponsored (demo)

Do you know about the PBS12 concert connection? Sign up for our emails to learn how you can get tickets for shows at Red Rocks and elsewhere.

CLOUD.EMAIL-PBS12.ORG/SIGNUP

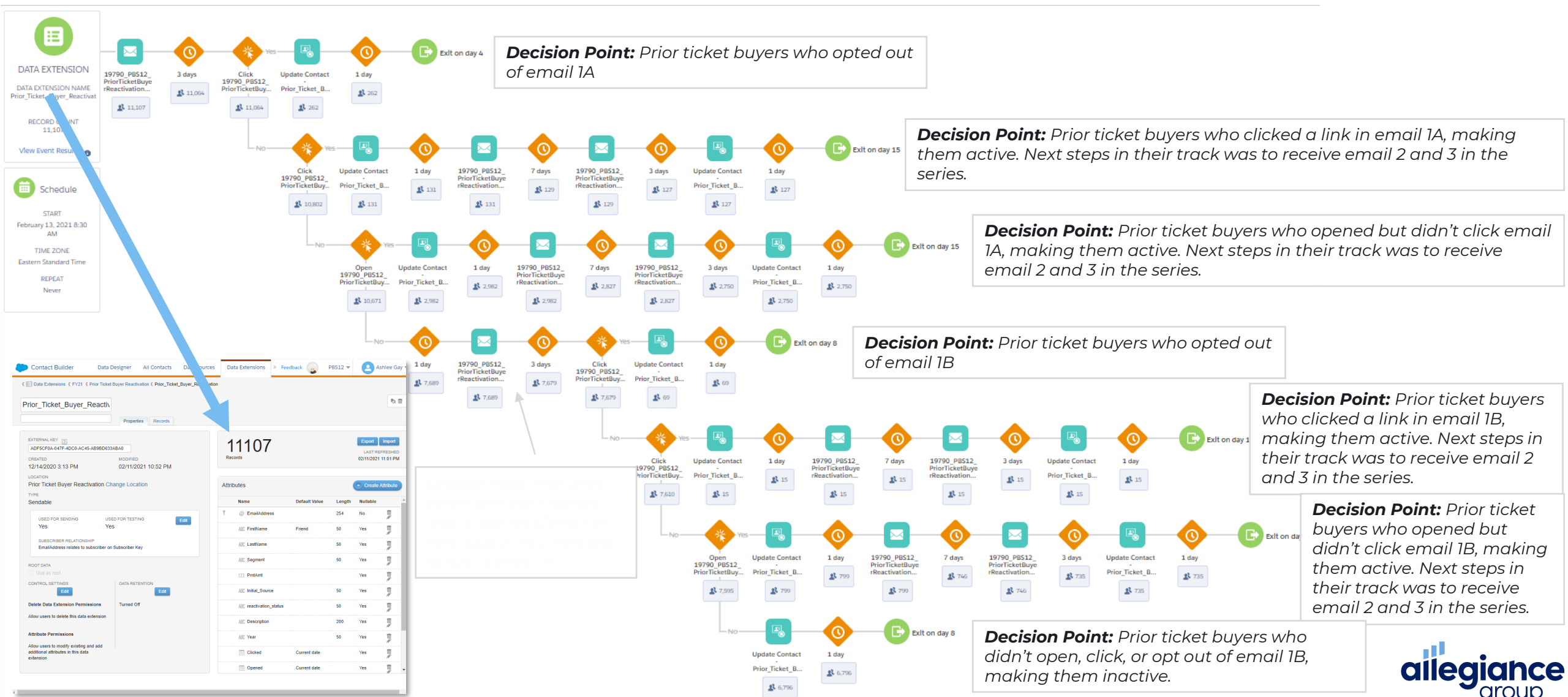
We have a seat waiting for you! [Sign Up](#)

Get a wealth of information, including PBS12 program schedules, emailed to yo...

2.2K 173 Comments 287 Shares

Like Comment Share

Prior Ticket Buyer Reactivation Automated Journey



DATA EXTENSION

DATA EXTENSION NAME
Prior_Ticket_Buyer_Reactivation...

RECORD COUNT
11,107

View Event Results

Schedule

START
February 13, 2021 8:30 AM

TIME ZONE
Eastern Standard Time

REPEAT
Never

Contact Builder | Data Designer | All Contacts | Data Sources | Data Extensions | Feedback | PBS12 | Ashlee Gay

Data Extensions > Feedback | PBS12 | Ashlee Gay

Prior_Ticket_Buyer_Reacti...

Properties | Records

EXTERNAL KEY
ADF5CF6A-047F-4D0C-AC45-8586D833A8A0

CREATED
12/14/2020 3:13 PM

MODIFIED
02/11/2021 10:52 PM

LAST REFERENCED
02/11/2021 11:01 PM

LOCATION
Prior Ticket Buyer Reactivation Change Location

TYPE
Sendable

USED FOR SENDING
Yes

USED FOR TESTING
Yes

SUBSCRIBER RELATIONSHIP
EmailAddress relates to subscriber on Subscriber Key

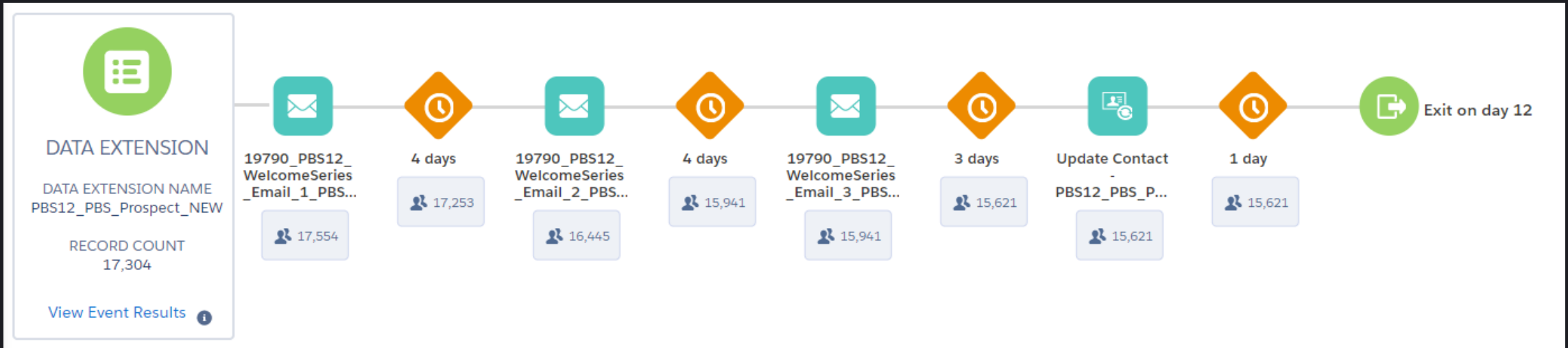
ROOT DATA
Use as root

CONTROL SETTINGS
Delete Data Extension Permissions
Turned Off

Attribute Permissions
Allow users to modify existing and add additional attributes in this data extension

11107
Records

Name	Default Value	Length	Nullable
@_EmailAddress		254	No
AAC_FirstName	Friend	50	Yes
AAC_LastName		50	Yes
AAC_Segment		50	Yes
123_PinkAmt			Yes
AAC_Initial_Source		50	Yes
AAC_reactivation_status		50	Yes
AAC_Description		200	Yes
AAC_Year		50	Yes
Clicked	Current date		Yes
Opened	Current date		Yes



PBS Prospect Welcome Series

- PBS Prospects demonstrate strong lead performance – Open, Click Through + unsubscribe rates
- Directly correlates to how quickly they are onboarded or welcomed to the file
- **Never too late to start onboarding!**



We're a different kind of PBS Station!



Dear %%First_Name%%,

The Rubik's Cube, Pac-Man, and us.

A lot of good things happened 40 years ago.

The early days of our station — then known as KBDI Channel 12 — were humble. But while platforms and technology continue to evolve, PBS12's commitment to serving the Colorado community does not change.

PBS12 is a different kind of PBS station. We're your neighbor. We're rooted in independence and a variety of viewpoints. We champion diverse voices, celebrate community, delight audiences, and expand perspectives for all Coloradans.

Our goal is to educate, enlighten, and entertain. You can find out a lot more about our programs and schedules by visiting our website.

LEARN MORE

Having now subscribed, you will get emails from us now and then letting you know about special programs, but I promise that we won't flood your inbox. You'll learn how we do what we do, why our work is so important — and how you can be a part of it.

Again, thank you for joining the PBS12 community.

Kim Johnson

Kim Johnson
President and General Manager



PBS Prospect Lead Onboarding

PBS Prospects are uploaded on a bi-weekly basis

Automated 3-part email 'Welcome series'

Opted-in leads are then returned to the PBS12 house file for further cultivation



Dear %%First_Name%%,

You've never seen a PBS station like PBS12.

We promise to be PBS in a whole new way, and we deliver on that promise, offering classic programming mixed with valuable voices from our local and global communities.

PBS12 broadcasts on 4 channels — each with a different focus.



PBS12.1 has the best of PBS plus independent and local documentaries, live and highlight concerts, and children's educational programs.



PBS12.2 mixes PBS12.1 favorites and FNX, programming that celebrates Native and Indigenous people and culture.



PBS12.3 brings you programming from Deutsche Welle that features European news and stories.



PBS12.4 offers NHK World-Japan, news, lifestyle, and other stories focused on Japan and Asia.

You can enjoy the flexibility of watching us on your TV, computer, or mobile device. Break out of the box — watch PBS12 anywhere!

WAYS TO WATCH

PBS12 Sponsored (demo)

Do you know about the PBS12 concert connection? Sign up for our emails to learn how you can get tickets for shows at Red Rocks and elsewhere.

CLOUD.EMAIL-PBS12.ORG/SIGNUP

We have a seat waiting for you! [Sign Up](#)

Get a wealth of information, including PBS12 program schedules, emailed to yo...

2.2K 173 Comments 287 Shares

Like Comment Share

Winter 2021 Music Lead Generation

Multiple ad sets targeting various audiences in Colorado

Lookalikes
Website retargeted
Demo + interest affinity

Ran music + programming creative options

Delivered nearly 4,000 unique leads

Cost per lead was more than 50% less than our projections

PBS12 Sponsored (demo)

Sign up for our emails to get a heads-up on upcoming programs and new shows to watch.

HEMINGWAY
A FILM BY KEN BURNS AND LYNN NOVICK

CLOUD.EMAIL-PBS12.ORG/SIGNUP

A different kind of PBS station [Sign Up](#)

Join the PBS12 community ... all you need is your email address.

1.5K 66 Comments 116 Shares

Like Comment Share

“

**BEST PERFORMING
AD CREATIVE**

PBS12 “YOUR WORLD”

**HIGH COMMUNITY
AFFINITY FOR PBS
PROGRAMMING**



PBS12
Sponsored (demo) · 🌐

Sign up for our emails to get a heads-up on upcoming programs and new shows to watch.

CLOUD.EMAIL-PBS12.ORG/SIGNUP
A different kind of PBS station Sign Up
Join the PBS12 community ... all you need is your email address.

👍❤️🔥 2.1K 138 Comments 107 Shares

👍 Like Comment Share

Kathy Baldwin
I love PBS, there's so many good programs to watch! 🍷
Like · Reply · 24w 7

Julie Michele
Are these free to steam? I've not owned a Television in about 15 years. PBS is fabulous!
Like · Reply · 25w 4
↳ 3 Replies

Belita Persichini
I love the different types of programs on pbs12
Like · Reply · 22w 1

2,093 leads (62% of ALL leads)

2,203 post reactions

83 post comments

105 post shares

4.51% Unique CTR

\$1.29 Cost Per Result

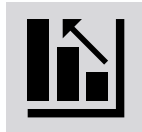
Real affinity for:

- **PBS**
- **PBS12**
- **Programming**



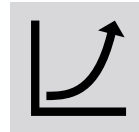
BLAZE YOUR OWN TRAIL

UPDATE ON FY21 DIGITAL RESULTS



OVER 30% REENGAGED

More than 33 percent of lapsed ticket buyers reengaged and are now active on the PBS12 house file



139% OF OVERALL GOAL

The team is tracking nearly 140% of overall digital revenue projections



85%+ TO PROJECTIONS

Only seven months in, the renewal program generated over 85% of the annual projection



Read the case study
bit.ly/PBS12newground



BLAZE YOUR OWN TRAIL



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PART II

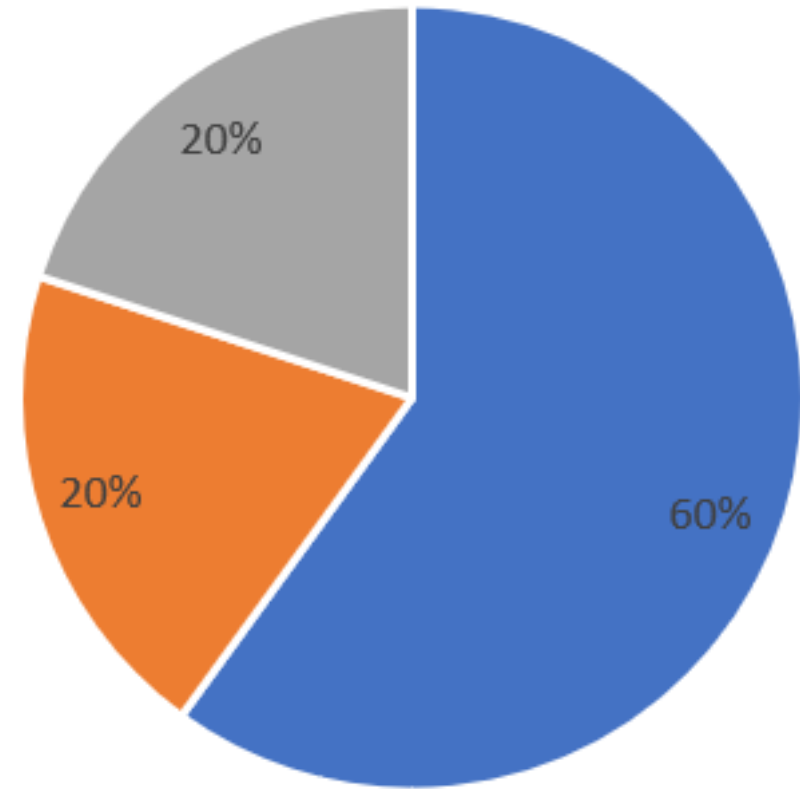


KCTS Smartens Their Audience Selection

Amy Houke – Media
Director, Allegiance Group

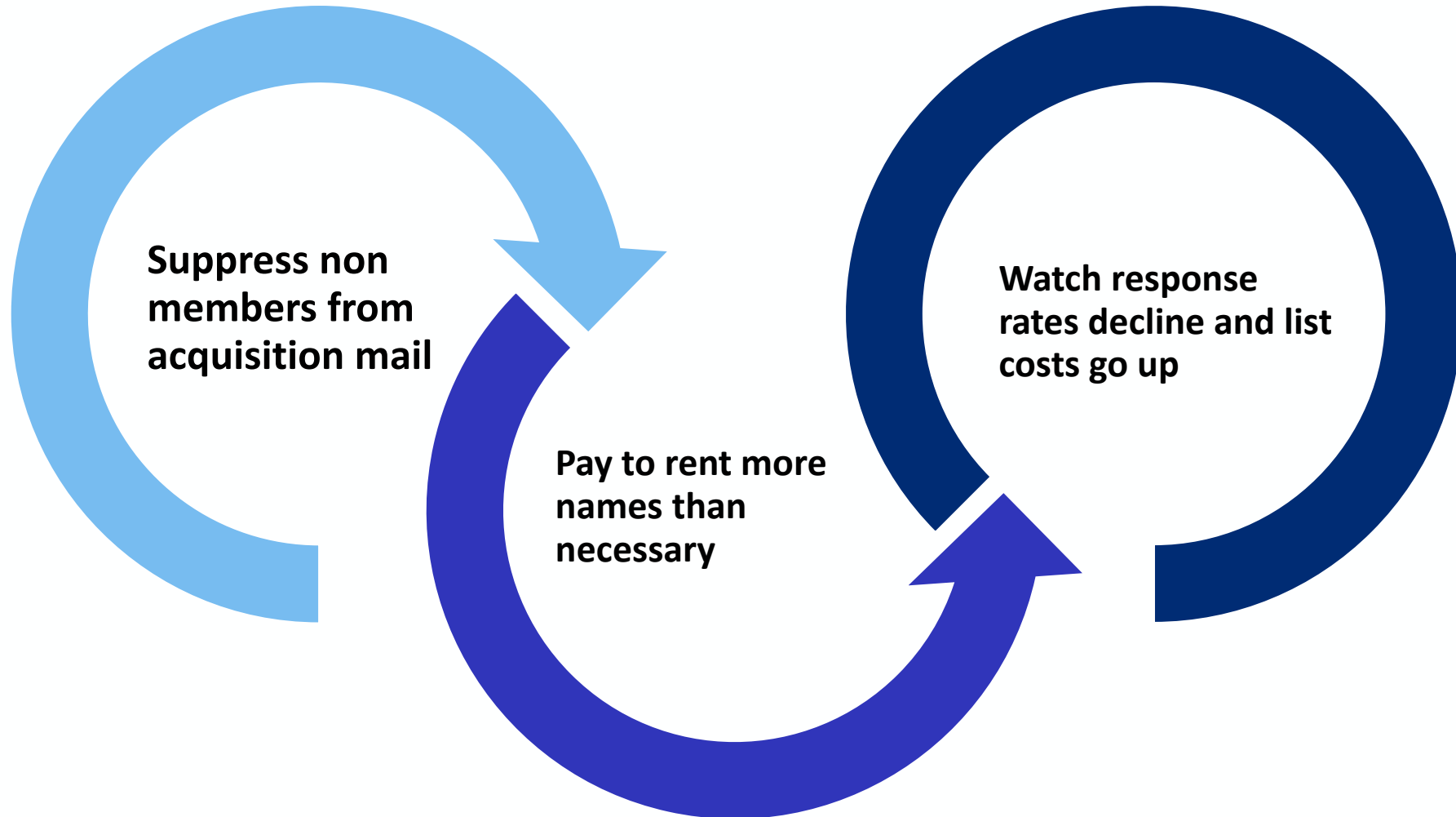
AUDIENCE MATTERS

- Audience represents 60% of the success (or failure) of your acquisition campaign.
- Suppression is part of your audience selection.
- Suppression file pulling is often an afterthought and considered a production item.



■ List ■ Creative ■ Offer

THE PROBLEM



SUPPRESS FILE CRITERIA

Beware of do not mail request codes

Monitor and update regularly

Do not records mark do-not-mail and leave forever

Give your once mail-averse donor a chance to hear from you again

Do not lock mailboxes!

1

CURRENT DONORS

Anyone in your active donor mail stream

2

RECENTLY LAPSED

Only those you are actively attempting to re-capture through the mail.

3

DO NOT MAIL REQUESTS

Only if they expressly said they did not want acquisition mail from you and did so relatively recently.

4

PROSPECTS

Only if you're mailing them separately.

Tip #1:

Beware of do not mail request codes. Monitor and update regularly. Do not mark a donor do-not-mail and leave it that way forever. Give your once mail averse donor a chance to hear from you again.



Tip #2:

Beware of donors who are not actually donors.
Does your database capture donor information
from donors who abandoned the donation
page?



— THE RESULTS!!

Implementing appropriate suppression file techniques yielded spectacular results.

+48%

**INCREASE
IN NET RATE**

(paid for 48% fewer
unnecessary names!)

+51%

**INCREASE
IN
RESPONSE
RATE**

+200%

**INCREASE IN
REVENUE/
1,000 PIECES
MAILED**

-38%

**REDUCTION
IN LIST
COSTS**



Read the case study
[Bit.ly/KCTSSuppress](https://bit.ly/KCTSSuppress)



BLAZE YOUR OWN TRAIL



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PART III



APT BROKE
NEW GROUND
WITH TEXTING

Leanne Barkley –
Account
Manager, Allegiance
Group

“

So, I want to try texting.

—

10:28 [notification icons] 64%

← (205) 575-0249 [video call icon] [voice call icon] [search icon] [more icon]

< [add contact icon]

Yesterday • 12:30 PM



Hi Leanne! It's time to renew your APT membership soon. Renewing early will help save on the cost of mailing renewal notices. Thank you for your continued support! Click here to renew today: <https://aptv.org/renew/>

Reply STOP to end



Preview not available

Thu 12:30 PM

STOP



Text message



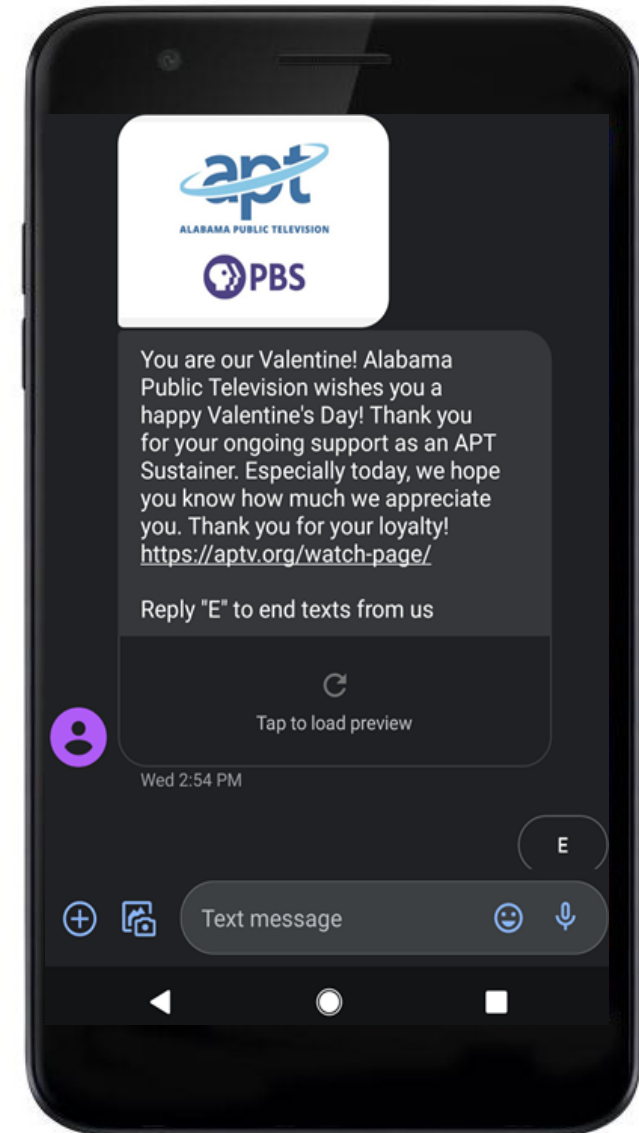
ALABAMA PUBLIC TELEVISION

Monthly Renewal Reminders

- **4:1 ROI in first three months of testing**
- APT saw a 5% response rate in effort 1; 650% ROI
- Effort 4 saw a 3% response; 340% ROI
- Effort 7 saw a 1.8% response; 149% ROI
- Phase 2 testing to deploy July through September.

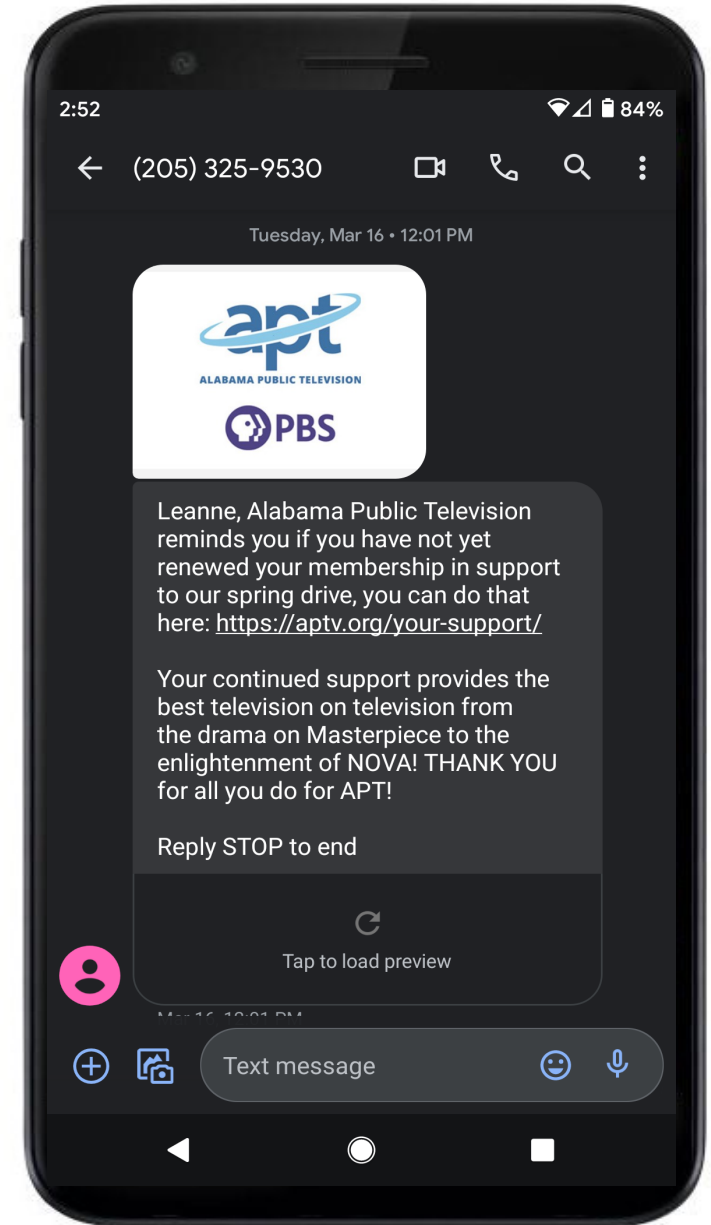
THE MARCH CAMPAIGN

- Valentine's Text
 - All sustainers and 0 – 24-month donors
 - Goal: test the waters and prime donors for an ask
 - 88% message delivery rate; cell verification was successful
 - 5% opt out rate (benchmark is 6.7% for an initial text)
 - We saw ~20 responses, mostly from sustainers




THE CAMPAIGN (CONT.)

- Pre-drive messages for \$60+ Sustainers
 - “Drive starts TOMORROW!”
 - 10.8% opt out rate
- End of drive texts for 0 – 24-month lapsed (including renewal cycle members)
 - 10% - 11% opt out rate
 - Tested timing: deploying last day of drive and two days later



MARCH 2021 TEXTING CAMPAIGN SEES A 189% ROI

 We saw a 2.5% response rate and \$108 average gift for renewal donors.

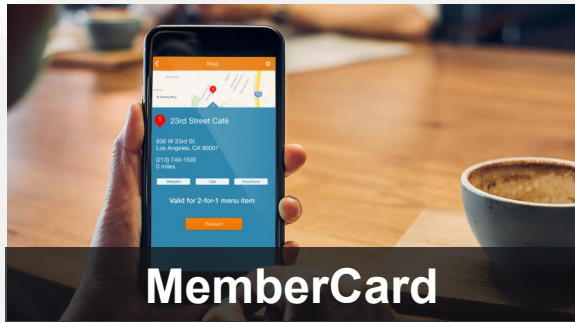
 14% of renewing donors made sustainer conversion gifts.

 0-24-month response was <math><0.50\%</math>, but this last-ditch effort generated positive net revenue from donors who otherwise may not have given.



MORE TESTING THIS FALL

Sustainers, Add Gift & Recently Lapsed Members



Message v1: Are you taking full advantage of your member benefits? Your membership qualifies you for the MemberCard... earn savings when you shop this fall.

Message v2: Do you know that upgrading your APT membership to just \$10/month or \$120/year qualifies you for the MemberCard?



Message v1: A fresh line-up of programs has been added to Passport today! Your membership helped make the availability of these quality programs possible.

Message v2: A fresh line-up of programs has been added to APT Passport! If you haven't done so already, please renew your membership today.



Message v1: Our fiscal year ends tonight and we could use your extra support. We need to raise \$X,XXX by MIDNIGHT. Will you help us get there?



Read the case study
[Bit.ly/APTTtexting](https://bit.ly/APTTtexting)



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PART IV



KING FM
IMPLEMENTS FILE
MAINTENANCE
TRIPLES REVENUE

Brett Jones – VP, Client
Relationships, Allegiance
Group

EMAIL REACTIVATION

What

- Email list maintenance
- Ask constituents if they would like to continue to receive emails from you
- Purge old and inactive emails

Why

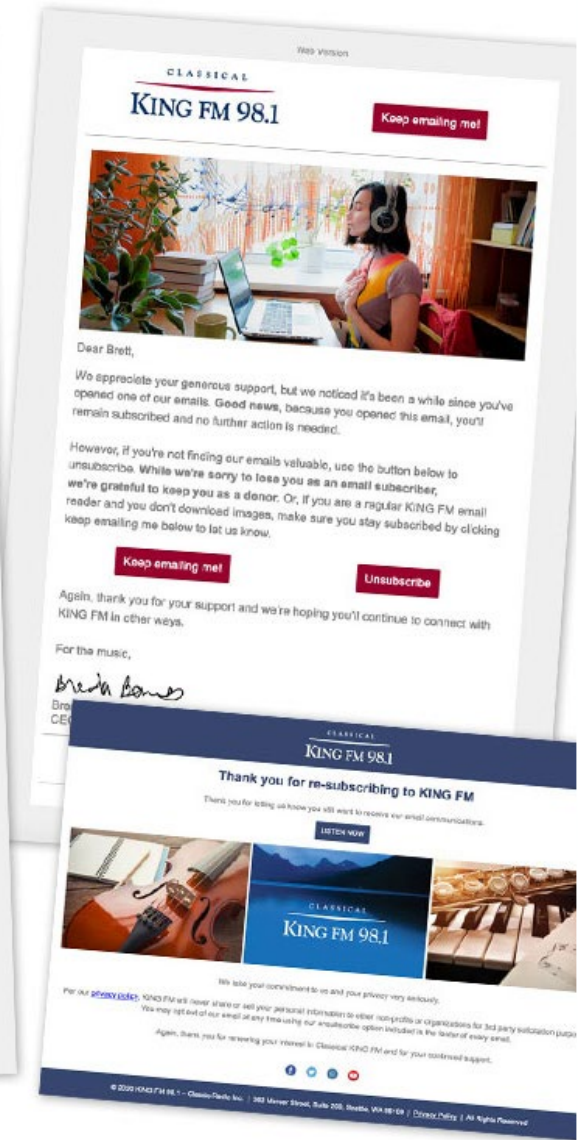
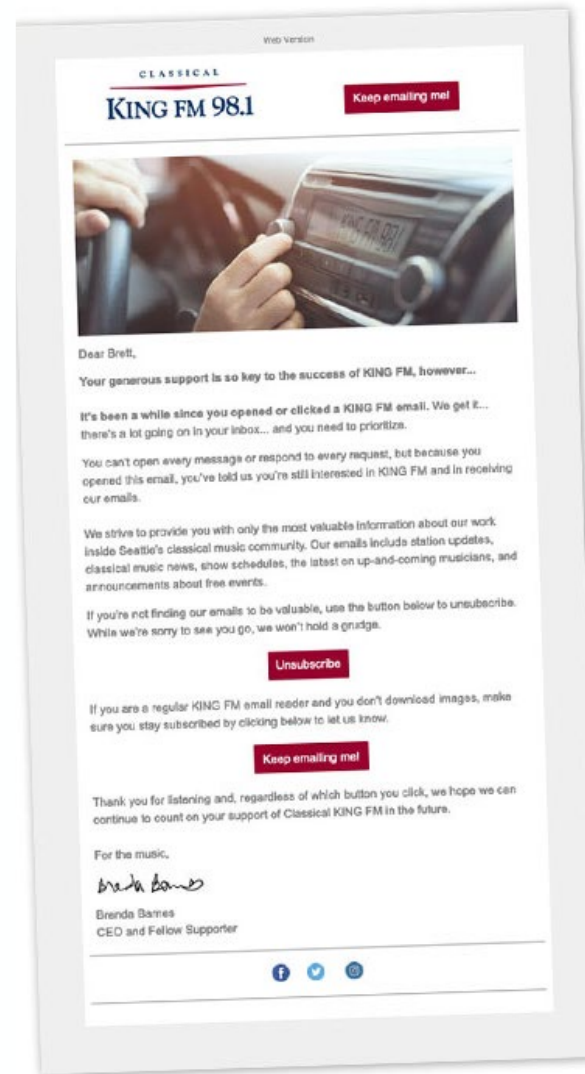
- Improve file health
- Improves insight into campaign metrics
- "Dead weight" could lead to your organization being blacklisted

Who

- Anyone on your email list who has not engaged in any emails in 6-12 months
 - Actives donors
 - Lapsed donors
 - Subscribers
 - Prospects

KING FM EMAIL REACTIVATION

- Two email series
- Playful creative
- Email deactivation versus membership
- Options to receive email or opt-out
- First effort ahead of Calendar Year End



KING FM CALENDAR YEAR END '20 EMAIL SERIES

- 8-week campaign (pre-Giving Tuesday through early January)
- 17 email deployments (7 MAIN emails, each with a REMINDER, plus 3 STEWARDSHIP emails)
- Segmentation
 - Sustainers
 - Active
 - Lapsed
 - Non-donor (subscribers, new digital leads)



Dear Ashlee,

Today is the international day of goodwill known as Giving Tuesday.

In fewer than 10 years, Giving Tuesday has grown into a worldwide movement. It's a powerful way for you to take the spirit of Thanksgiving and carry it forward into the rest of the holiday season.

I know we're not the only organization asking you for help today. There are so many worthy causes in great need during these challenging times.

If Giving Tuesday is part of your donation planning, please consider including KING FM on your holiday gift list today.

You will be investing in more programs that are calming, captivating, and informative — programs that nurture a love of classical music while keeping us all connected in these unique times.

Thank you being a fan of KING FM. **Show your support with a Giving Tuesday gift.**

[Donate Now](#)

You know that you can count on KING FM. Today is a day when we need to count on you.



THE CAMPAIGN WAS A HUGE SUCCESS!

- Added two deployments to the series
- Fewer sends overall compared to 2019
- Quarterly reactivation

DOUBLED

OPEN RATES

**49%
INCREASE**

CLICK THROUGH
RATES

**321%
INCREASE**

REVENUE

**4X
INCREASE**

DONOR COUNT



Read the case study
bit.ly/KINGTriplesRevenue



BLAZE YOUR OWN TRAIL



READ THE CASE STUDY
[BIT.LY/PBS12NEWGROUND](https://bit.ly/pbs12newground)



READ THE CASE STUDY
[BIT.LY/KCTSSUPPRESS](https://bit.ly/kctssuppress)



READ THE CASE STUDY
[BIT.LY/KINGTRIPLESREVENUE](https://bit.ly/kingtriplesrevenue)



READ THE CASE STUDY
[BIT.LY/APTEXTING](https://bit.ly/aptexting)



QUESTIONS?

[TEAMALLEGIANCE.COM](https://teamallegiance.com)

THANK YOU TO THE PMDMC TEAM AND TO EVERYONE WHO ATTENDED!