

GuideStar Boosts Campaign Results through Behavioral Segmentation

About GuideStar

GuideStar is an information service specializing in non-profit companies. It gathers and publicizes the most comprehensive information available on more than 1.8 million non-profit organizations.



This compiled information helps decision makers identify which organizations to support and gives researchers, donors and volunteers the insights they need to make important decisions.

GuideStar has a range of free, fee-based and subscription-based products and services for anyone seeking non-profit information – from individuals to sophisticated professionals. Its subscription-based products let users verify a non-profit’s charitable status and can provide robust search, analysis and aggregation tools for reviewing non-profit data.



Location
Washington, D.C.

URL
www.guidestar.org

Industry
Non-profit

Products & Services
Data Marketers Group HQ

Results

700% increase in white paper campaign response rates

850% increase in “write a review” campaign response rates

driven by database consolidation and behavioral targeting

“The Data Marketers Group solution helped us integrate our disparate data sources into one list from which we could track and trend behavioral data along with demographics.”

Lauren Walinsky
Web Marketing Manager, GuideStar

Business Challenge

Prior to working with Lyris, GuideStar was using a simple email marketing solution that lacked reporting and analytics. A key pain point was the inability to create a central database. User information was broken up into multiple databases including registration data, white paper download history and Webinar download history. If GuideStar wanted to segment users based on a combination of database information, it had to run lists against each other – a consuming process that drained internal resources. The bottom line was it couldn't view its customers holistically or see patterns or trends.

The Solution

GuideStar chose Data Marketers Group HQ because it offered a solution that would allow the organization to consolidate its multiple databases into this single view of the customer, send HTML newsletter email campaigns, tailor its email marketing using demographic and behavioral data and establish a range of trigger campaigns to create efficiencies in the marketing organization.

Here's how GuideStar utilized Data Marketers Group HQ to achieve its goals:

Initiative #1: Create a Single View of the Customer

To start, GuideStar used Data Marketers Group HQ to combine its numerous databases into a single customer list. From there it could begin collecting and tracking rich customer behavioral data that was automatically tied to each unique customer and stored within the Data Marketers Group HQ system. So, for example, when a customer downloaded a white paper or viewed a Webinar, this information would be tied to the individual contact along with his or her existing demographics.

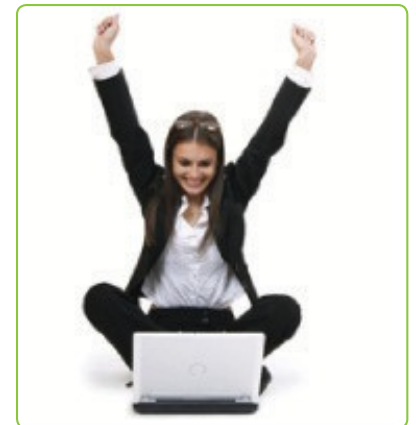
Initiative #2 Drive White Paper Downloads

The next step for GuideStar was to increase brand awareness and drive website interaction. Website interaction at GuideStar is measured through free downloadable content like white papers and Webinars, communicated to customers via email marketing campaigns. In the past, these campaigns were sent en-masse to the entire email database – a scattershot approach. With Data Marketers Group HQ, GuideStar was able to target specific users based on previous behavior like a content download or Webinar registration, or a demographic data point like a professional subscription.

Initiative #3: Drive User Generated Content

With its newly consolidated database and targeted demographic information, GuideStar was able to create a "write a review" email campaign targeted specifically to non-profits. The campaign invites users who serve on a board, volunteer for a charity or support a non-profit to provide a review of that non-profit on the GuideStar website. These reviews make the site more robust and create a stronger bond between user and charity.

Non-profits stood the most to gain from positive reviews, and the email campaign encouraged them to "engage their stakeholders" to create positive content. This targeted campaign enjoyed a viral effect as non-profits reached out to their networks to drive positive reviews.



The Results

Database consolidation and behavioral and demographic targeting helped GuideStar take its email marketing program to the next level. GuideStar's new white paper lead generation campaign increased response rates by 700% and drove white paper downloads from 100 to 10,000. Its targeted "write a review" program was also a success, increasing response rates by 850% and driving reviews from 1,300 to 12,000.

Ready to Get Started?

Data Marketers Group HQ has the advanced features to take your email marketing program to the next level.

- **Create newsletters and HTML messages.** Deploy newsletters and email campaigns in minutes.
- **Manage email lists.** Upload your lists and manage up to 250 different demographic categories.
- **Schedule email sends.** Distribute campaigns whenever you want.
- **Trigger messages.** Automatically send messages based on subscriber events or behavior.
- **Segment and target emails.** Send personalized messages to different subscriber groups.
 - **Improve email delivery and reputation management.** Use built-in analytics to find and fix bounces, unsubscribes and spam complaints.
- **Leverage reports.** Instantly track campaign conversions, revenues and A/B test results in real time to determine how to drive ROI.
- **Integrate.** Connect with marketing tools, databases and CRM systems including Salesforce.
- **Access Web analytics.** Obtain relevant performance metrics that drive informed decisions.
- **Leverage our expertise.** Get expert advice to solve your toughest challenges.