

M+R 2022 Benchmarks Webinar Q&A

Question	Answer
So your org could be a large when counting in offline revenue, but that isn't relevant here?	Correct, this is just ONLINE Revenue.
I reviewed the 2021 Benchmarks and noticed that some of the mobile messaging (SMS) metrics that were provided the last two years (2019 and 2020) are missing in this report. There also isn't a text messaging section. Is there a reason for that?	Sandi, we did not have access to the same data this year as last year - so no, boo!
Are all the participants US based?	Most but not all! You can see the full list here: https://mrbenchmarks.com/itinerary#participant-list
Will the slides be shared at the conclusion of the presentation?	<u>We'll share out the recording, and all the charts and visuals are at mrbenchmarks.com, but we won't share the deck specifically</u>
Do you include political nonprofit organizations?	Many of our organization participants are political! But, we don't currently include electoral entities.
Were there obvious differences between US and Canadian trends? Will a data cut by country be possible?	We won't be distinguishing between US and non-US data. Just broken up by sector and size.
do you have medians as well as averages that would tell smaller vs. larger gifts?	We only report medians so that outliers don't influence the stats.
Not answerable in today's call, but I'm curious if there's any correlation between average gift size and inflation. If everything costs more now, is a \$125 gift today comparable to a \$100 gift several years ago?	live answered
is there a correlation between the amount of the gift asked and the level of recurring gifts?	Hmmm, not sure we know what you're asking here? Are you asking if the avg monthly gift is because that's what they were asked? If so, that doesn't show up in the data!
Somewhat of a basic question...how are you defining "online" giving? What is included in it and what isn't?	Online is everything raised from email, digital ads, directly on a website, social media. We don't include direct mail or telemarketing or just a mailed check.
I know the trend data looks at this year's study participants data from last year compared to this year. But I can't help but notice that last year's average response rate to advocacy emails was 3.6% and this year's is 1.8% which is a big drop -- even though you're reporting an increase year over year in advocacy response rates. Any thoughts on what's going on there?	live answered
So what IS the better metric to look at if not open rates? tnx.	Clicks, response rates!

What is the difference between Page Completion Rate and Response Rate? We don't use this phrasing.	<p>Page Completion Rate = % of people who landed on a donation page and completed a gift (or advocacy page and took the action). Response Rate=% of email recipients who complete the gift/action.</p> <p>So, Page Completion measures the success of the landing page itself. Response Rate is the overall success of the email+landing page.</p>
Are there key targeted audiences you've seen clients use to help with open rate, CTR, etc that you can share?	We often suggest limiting audiences based on engagement recency. So, for example, only sending to folks who have clicked emails within a certain time frame, etc.
Is there data on one-time online gift volume year over year?	We actually saw a slight decline — just 1% — in one-time revenue from 2020 to 2021. At the same time, revenue from monthly gifts was up 24%. So that's really where the growth has been happening.
Thank you. I'm assuming online would also include gifts made to virtual events/galas/P2P via some type of giving platform or the orgs website?	We ask groups to exclude revenue from events/galas/P2P
When would you recommend a client reduce the volume of email messages? What performance indicators would you look for to make that change?	It's almost never about reducing the volume of email messages. Rather, it's about improving the quality of messages you're sending.
I missed this just now, but did you say membership and ticket sales included or excluded event ticket sales?	We asked groups to EXCLUDE event revenue from all reported reported in the study
Regarding repeat donors and monthly donors, we have seen a large number of monthly signups in the signup form behind our password protected donor portal, rather than just the publically available donate button. Have you seen anything or track anything like this? Wondering if some donors feel safer behind a password-protected area rather than the public-facing online experience?	We haven't tracked anything like that! That's really interesting!
I continue to be impressed with the retention of existing donors and the volume of money given by monthly donors. I'm thinking more targeted messaging VS "Send to all"	Yes, true - but still work on those prospects!
what's the definition of page completion rate?	live answered
sorry I feel like I'm spamming you now, does that ad spend include Ad Grants from Google or pure play spend	We asked groups to exclude Google Grants for Spend in Search Ads
Sorry - not understanding your diff between ROAS and the other metric..	<p>ROAS is the revenue that a nonprofit receives per dollar of fundraising ad spending. So if you spend \$1,000 on ads and raise \$5,000, you have a \$5 ROAS.</p> <p>Cost Per Donation is how much it costs to generate a gift. So, if you spend \$1,000 on ads and generate 500 gifts, you have a \$2 CPD</p>

Is there revenue associated with digital ads direct revenue raised (clicks via the ads)? Does this include Facebook fundraising revenue?	We asked folks to use their own attribution models, so while it's possible they included Facebook fundraising revenue in their reported revenue, I doubt that it's included consistently
Would there be any data available in the benchmark on volume instead of revenue? Curious about potential decrease in new donors last year.	We do report on change in # of gifts YoY & gifts per donor per year which can show the change in volume
CRS (We see lots of signups in the Public-facing site too, so not sure it's a significant thing to look at, but might be more pronounced if we improved our user experience.)	Right on. Interesting, and I'm sure improving your user experience will help!
For ads, would "advocacy actions" fall under "other" types of advertising?	Yes, in the "Goal" data table, advocacy would probably fall under other unless folks counted it as lead generation
My org is in international development and poverty alleviation, but not disaster relief. Which category would we fit into?	<u>The easiest way to figure out your sector is to compare with other participants to see who you might be *most* like. You can see everyone here https://mrbenchmarks.com/itinerary#participant-list</u>
Why do you think the small companies spend so much more on fundraising than brand awareness? Do big companies know something the small ones don't?	I think it's often a budget issue - smaller orgs usually have smaller budgets and are focusing their budget on places with the highest proven return on ad spend and measuring impact of brand awareness on fundraising can be more complicated!
How do you define video advertising?	live answered
Does the search spend include google grants money?	live answered
Is this cost per lead across multiple channels?	Yes, cost per lead includes lead generation across all channels
Can you remind me, is M+R based on calendar year or a FY that is Jul-June?	Calendar year
What's display?	Banner ads, broadly speaking! That includes all kinds of display media!
What costs are included in digital advertising CPA - just the media spend?	Yes, this is the cost of placement, and does not include costs to develop creative and that sort of thing.
Our organization also benefits from participating in the Google AdGrants program, but that also severely limits the kind of ads we can run on Google. Has M+R ever done a dive into the pros and cons of participating in AdGrants based on budget and ROI?	We often see the same thing as you re: Google Grants - there are a lot of limitations and for many groups it makes sense to ALSO invest in paid search in addition to leveraging the grant - especially for branded keywords (people searching for your organization) where you want to have the highest possible impression share and make sure you can compete with anyone bidding on your terms. It depends on the organization but we often recommend using paid Google ads for any revenue generating keywords and focus on the Grant for driving traffic and other goals.
Do you have any ideas as to why there is such a large gap between sectors in Cost per Donation in video?	live answered

What are display ads? i.e. where do people see them? Examples would be great!	live answered
As browsers deprecate third-party cookies, would you place an emphasis on lead generation for first-party data in 2023?	I do think lead gen may become more important but would look at your organization's ROI for lead gen vs donor acquisition as well for deciding if more emphasis there makes sense. There are also emerging ad tech solutions that match files via first-party data that will still allow for things like building retargeting audiences and I would encourage folks to start investigating and testing those now.
Do the results show that most nonprofits are spending more on social media ads than they are getting back in donations?	The return on ad spend (ROAS) for Social ads was \$.57, so for every \$1 spent on paid social, orgs were raising \$0.57. I also encourage looking at the CPD (cost per donation) metric as well, which is included in the report and is \$86 for Social. Many groups set a goal cost per donor that is informed by how quickly they see donors from that channel pay off over time and knowing the investment won't pay off immediately.
Did you see an increase in CPM coinciding with the increase in ad spend?	This is a really good question! We didn't track these against each other, but in general we see that large spends push CPM in both directions. Usually we see a higher CPM for smaller audiences, which is true whether you have a smaller spend or larger spend.
How was the ads revenue calculated from an attribution perspective? Most curious about the high ROAS for display, which is rarely a last-click channel	We asked groups to define their attribution models, so this includes a combination of last-click and view-through models
Is retargeting becoming less effective with the limitations on iOS and google?	I haven't been seeing retargeting become less effective yet and saw this year groups are investing heavily there (For every \$1 spent on retargeting, only \$0.72 was spent on prospecting). But I do think this is a real consideration for 2023 when Google rolls out their cookie changes. You will still be able to do some retargeting of custom audiences via first-party data (places like Google and Facebook that operate within their ecosystem and base on logged in status). There are also many ad tech vendors developing new tech in preparation for the changes and we've tested some with positive results. I do think it will be come more expensive and difficult but likely still an important strategy for most groups!
Do you have a sector CTR benchmark for the category Digital advt by channel? Is there a benchmark across the sectors for CTR for search ads I feel Ive seen this in years past but don't see it here (particularly helpful since Google Ad grants are a reality for my org)	We do not have a CTR for digital ads for search ads
Besides the reporting on fundraising, are there #s on cost per action for advocacy digital advertising?	live answered
is CTV a part of video?	Yes, we asked participants to include CTV with Video data for ads.

Is SMS a channel that your participating orgs track?	<u>We didn't have the same SMS data available this year as we have in past year. So this year's Benchmarks just includes charts for P2P text messaging metrics and Text messaging metrics. You can check them out at the end of this section: https://mrbenchmarks.com/journeys#messaging</u>
When you say facebook revenue declined, does that include Instagram and other placements that Facebook owns?	Just Facebook, not including Instagram or other platforms
Did the avg amount raised on FB go down or is it harder to track because of the changes?	We advise against comparing Benchmarks year over year because different orgs submitting data so it's not apples to apples but the return on ad spend for social was lower this year vs last year.
We've seen our Facebook/Twitter engagement and reach plummet this year. Are others seeing the same trend?	live answered
Are nonprofits leaving Facebook for ethical reasons? (FB inciting division, use of personal data, etc)	Maybe! We haven't seen that too much for the most part though. We tend to think it's just a more mature channel and thus not growing as quickly as it once did.
Would the Hunger/Poverty sector change the ROAS number significantly or even modestly for the ROAS numbers by size if they were omitted from the comparison? In other words, did you look at ROAS by size, excluding Hunger/Poverty? Since they were an outlier?	Good question. We have a large enough sample and use medians, so that didn't seem to have an impact there
Anything about Twitch?	We just had one participant indicate that they use Twitch so we don't have any data for Twitch this year
Do you have any data on how the percentage of nonprofits on each social media platform breaks down by size and sector?	No, that's not something we reported on.
What do you think that tells us about the Rights sector? At minimum that Twitter's the spot to generate leads?	live answered
Any idea why the FB growth is so much slower, or why IG growth is so robust?	live answered
I would love to know if stories (FB and IG) placements are viable for ads. Currently we're placing on stories and reels to hit the 6 placement threshold for optimization, but it's hard to tell whether or not there is any return on these placements.	We have see newsfeed performs better for direct response versus stories, but you could test running a small campaign that is only targeting stories and evaluate whether you see conversions to decide if you keep those placements on in your larger campaigns. It does often make sense to customize creative for stories vs use the same exact content as newsfeed ads.
How are non fans seeing the post if they're not following us?	live answered
We've discovered at our np that photo posts with text overlay don't do as well as just photo posts	live answered

<p>I so appreciate all of this information and ALL of the work that goes into this benchmark report! I'm asking a question again - sorry to spam you w question.</p> <p>Do you have a sector CTR benchmark for the category Digital advt by channel? Is there a benchmark across the sectors for CTR for search ads I feel Ive seen this in years past but don't see it here (particularly helpful since Google Ad grants are a reality for my org)</p>	<p>We don't look at CTR as a metric for ads in our Benchmarks report so don't have that data by sector either.</p>
<p>Is there any data/trends on carousel posts versus single image posts?</p>	<p>live answered</p>
<p>If a Facebook post had both a link and a photo, did you classify it at link or photo?</p>	<p>That gets counted as photo</p>
<p>Does engagement score include promoted content, or is this only organic?</p>	<p>live answered</p>
<p>does the FB engagement score include engagement on post shares?</p>	<p>Yes!</p>
<p>I may have missed this: when you refer to Facebook are you also referring to IG since they fall under the same business suite?</p>	<p>No we count them separately. Partly because Facebook doesn't make Instagram data available in the same way.</p>
<p>does that include FB donate button or just traffic driven as an acquisition source?</p>	<p>Those charts reference any revenue processed directly on Facebook, which is mostly fundraisers and the donate button and does not include traffic driven by Facebook to your donation pages</p>
<p>Any general comments regarding LinkedIn?</p>	<p>Like Twitter, it's got a high adoption rate by orgs, but the reporting you get out of the platform is a lot less robust than FB/IG so it's hard to have strong data takeaways!</p>
<p>Our organization is getting A LOT of pressue to be on TikTok. Do you think this platform will continue to grow? (Especially for the older generation.) And is it worth it for NPOs that are locally-based?</p>	<p>live answered</p>
<p>Is it possible to capture donor data from Facebook Fundraisers, and add them directly to our database to email? What have you seen organizations do to re-engage donors via Facebook Fundraisers?</p>	<p>There is a checkbox, but as you probably know a very small percentage of donors send you their data. There are some tools that help automate Facebook Messages to those donors and ask them for contact info.</p>
<p>Do we have the percentage of mobile vs. desktop for those who filled out advocacy forms?</p>	<p>We do not!</p>
<p>Have you or will you start tracking spending on influencers?</p>	<p>We keep an eye on what organizations submit in the "Other" category for paid spending, and definitely if we see influencers grow there we will start breaking it out!</p>
<p>Do you have any insight on traffic coming from QR codes? Or are people using QR codes?</p>	<p>We currently don't! We may in the future if folks request! Are you getting a significant amount of traffic from QR codes?</p>

<p>Do you typically break down your donation form conversion rate by channel? We find the average isn't useful as it varies so much by how qualified the traffic is that is going to the form, how compelling our current campaign is, etc.</p>	<p>This is really difficult for us to collect, but we agree it would be useful!</p>
<p>Can you explain the "email" correction you mentioned? From what I have seen, email has fallen in terms of Open Rate but your stats suggest they have gone up for the majority of orgs. I realize that Open Rates are the worst metric to use, but I am surprised by the numbers you are reporting.</p>	<p>live answered</p>
<p>Thoughts on why email CTR is down but email revenue is up? Is it because of higher value gifts since you would assume quantity of gifts are down since RR, PCR and CTR are down.</p>	<p>Yes, that, plus it indicates that people could be sending more emails overall</p>
<p>Do you have a sector CTR benchmark for the category Digital advt by channel? Is there a benchmark across the sectors for CTR for search ads I feel Ive seen this in years past but don't see it here (particularly helpful since Google Ad grants are a reality for my org)</p>	<p>We track cost-per-click but not click-through rate, since we find that fluctuates less according to the creative</p>
<p>Does the online gift volume metric include sustainer or just 1x?</p>	<p>Both one-time & first monthly gift in the year</p>