

Hatch Fundraising More Than Triples Marriage Today's Conversion Rate using Personalization

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There's a lot of moving pieces for nonprofits, and they aren't sure what levers to pull to help them grow the most," stated Davies. "Once we understood the value per email address, it was easy to get everyone behind the process."

CHALLENGE

Marriage Today was spending significant money to acquire new contacts on social media. Meanwhile, thousands of people flooded their website every day. Additionally, they had a large email list that was underutilized -- missing significant fundraising opportunities available at their fingertips.

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The big issue is converting Marriage Today's massive website traffic into long-term relationships and bottom line impact," shares Brad Davies, Founder of Hatch Fundraising. "They needed an expert to help them get on the right track leveraging existing assets."

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HATCH
Fundraising

hatchfundraising.com

SOLUTION

Ramp up digital fundraising efforts with Hatch Fundraising and do a better job capturing the traffic visiting their website with a simple, easy-to-launch, A/B testing platform - Journity.

GOAL

Optimize the email signup process for the organization's website.

STRATEGY

Replace the current email signup call-to-action with Journity and run a series of A/B tests with various headlines and offers to improve conversion rates on Marriage Today's website.

*The Journity popup allowed Marriage Today to target with intelligence by personalizing the message to new visitors who are not on their current email list and build on what was working.

RESULTS



148% increase in the email signup conversion rate on Marriage Today's website



Generated 6,700 new email subscribers



Learned that headlines with the desired outcome performed 38% better



6.3% conversion rate achieved when a free download was used



Easy to launch multivariate test allowed the process to be optimized

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It's easy to quickly create multivariate tests which resulted in lower acquisition costs and increased conversions," exclaims Davies. "Email growth jumped because we used a personalized popup that is simple to launch and allows you to build upon what you're learning. It was a huge success"