



The Fundraiser's Guide to Digital **2023**

DAY 3

- **Social Media**
- **A simple guide to Google Analytics 4**
- **The Power of Email**

October 2023

A Simple Guide to GA4

Measuring and Visualising your website data

Intro



Adam Smith

Technical SEO Specialist

Adam has been working with Google Analytics for 5 years and specialises in Analytics & Web Performance.

In his current role, Adam is responsible for Data & Tech services on the Owned Media team: Conversion Tracking, Analytics, CRO, Pixel & Tagging, Data Visualisation, & Technical SEO.

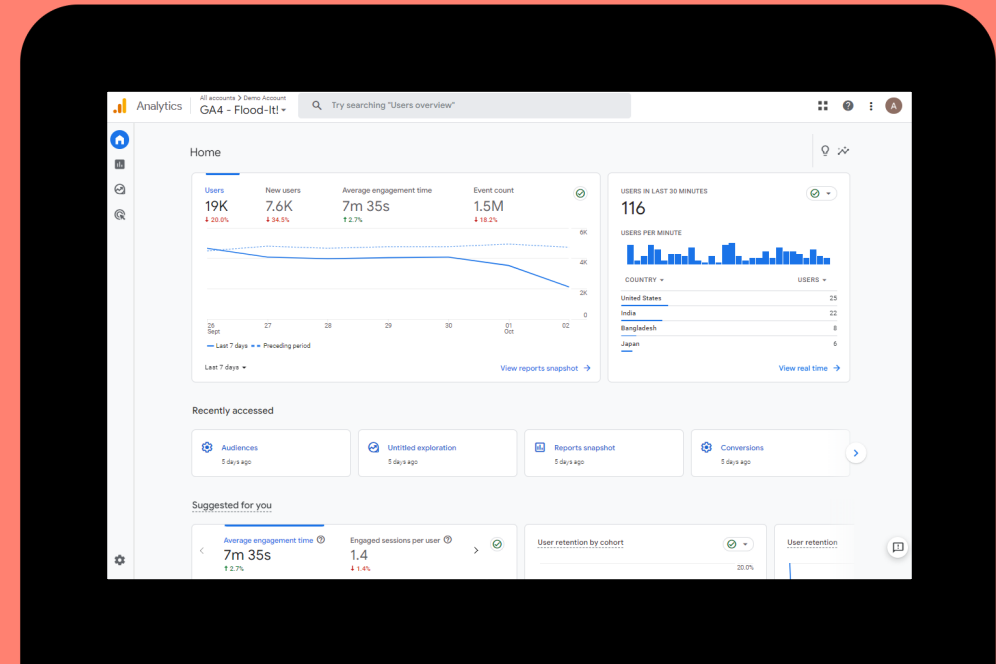
Goals for today

1. Understand what's different in GA4
2. Track your key website actions
3. Visualise your most important data



Questions you're probably asking

- Why is my data different in GA4?
- Why are my UTM's not working?
- What happened to my goals & events?
- How do I see my data?



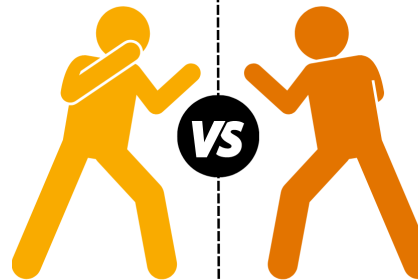
Differences in GA4

Metric & Report Differences

- Metrics are different (See next slide)
- Real time reports are 30 mins instead of real-time
- Privacy centricity, geo reports
- Attribution (what gets the credit for a conversion)
- Bounce rate vs. engagement rate

Platform Differences

- Data storage - 36 months vs. 2 months
- Event based tracking vs. pageview tracking
- Google Tag manager is more important than ever for goals/events
- More product links (BigQuery, Firebase, DV360)



Why is my data different to Universal Analytics?

Metric	Universal Analytics	GA4
<i>Total Users</i>	Primary user metric in UA: Total number of users	Total number of unique users who logged an event
<i>New Users</i>	Number of users who interacted with your site for the first time	Number of users who interacted with your site or launched your app for the first time
<i>Active Users</i>	N/A	Primary user metric in GA4: Number of distinct users who visited your website or application
<i>Pageview</i>	Total number of pages viewed. Repeated views of a single page are counted	aka Views : Total number of app screens and/or web pages your users saw
<i>Session</i>	Period of time a user is actively engaged with your website or app	aka Session Start, similar to Universal analytics (but sessions don't end at midnight)
<i>Bounce rate</i>	Percentage of single page sessions in which there was no interaction with the page	Percentage of sessions that were not engaged sessions

Source: Google



Common GA4 Pitfalls

- Data Retention – data is stored for 2 months by default
- Enhanced measurement – tracking scrolls, outbound clicks, site search, forms, video engagement, file downloads
- Google Signals for advanced remarketing
- UTMs – UTM measuring is stricter (see next slide)
- Product Linkages – link to Google Search Console, Google Ads (grants)
- Turn on Conversions

UTM Tagging – Default Channel Groupings

Seeing 'unassigned' traffic in GA4? You may need to adjust your UTM tagging

Channel	GA4 UTM Condition
Display	UTM Source MUST be 'Google Ads' or 'DV360' AND DV360 creature format is one of the specified formats OR Medium is 'display', 'banner', 'cpm', 'expandable'
Paid Social	UTM Source MUST match a range of social sites ('Meta' is not included on this list)
Organic Social	UTM Source MUST match a range of social sites ('Meta' is not included on this list)
Paid Other	UTM Medium matches regex <code>^(.*cp.* ppc retargeting paid.*)\$</code>

Events, Conversions & Audiences

2

How do I set up events & conversions in GA4?

Option 1:

Events & Conversions – set up in Google Analytics 4

Create conversion based on URL

Important: event name must always be string / lower case

Example:
conversion_test_event

Configuration

Custom event name ⓘ

Matching conditions

Create a custom event when another event matches ALL of the following conditions

Parameter	Operator	Value	
<input type="text" value="event_name"/>	<input type="text" value="equals"/>	<input type="text" value="page_view"/>	⊗
<input type="text" value="page_location"/>	<input type="text" value="contains"/>	<input type="text" value="thank-you"/>	⊗

[Add condition](#)

Parameter configuration

Copy parameters from the source event

Modify parameters ⓘ

[Add modification](#)

How do I set up events & conversions in GA4?

Option 2 (Recommended):

Use **Google Tag Manager** to set up events and manage tags

Tags				New
<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited	
<input type="checkbox"/> Clarity Tag	Custom HTML	All Pages	8 months ago	
<input type="checkbox"/> Google Analytics Tracking	Google Analytics: Universal Analytics	All Pages	9 months ago	
<input type="checkbox"/> Listener - postMessages	Custom HTML	pv - iframe	2 years ago	
<input type="checkbox"/> Microsoft Clarity - Official	Custom HTML	All Pages	8 months ago	
<input type="checkbox"/> Newsletter Event	Google Analytics: Universal Analytics	custom - iframeFormSubmit	2 years ago	

Choose tag type

Discover more tag types in the Community Template Gallery

Featured

- Google Analytics
- Google Ads
- Floodlight
- Google Tag
- Conversion Linker
- Featured Community CMP Templates

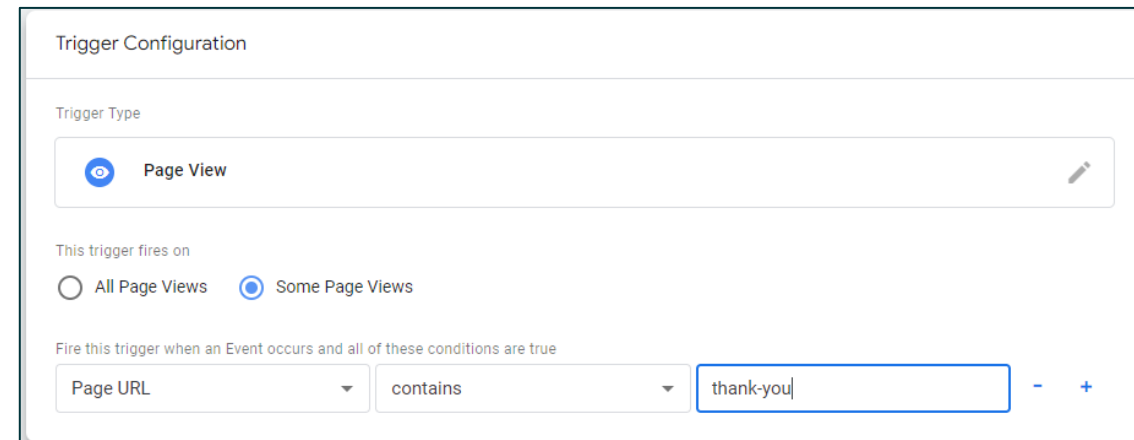
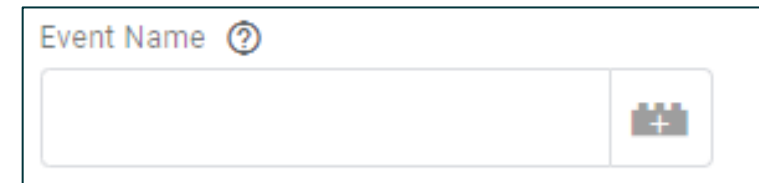
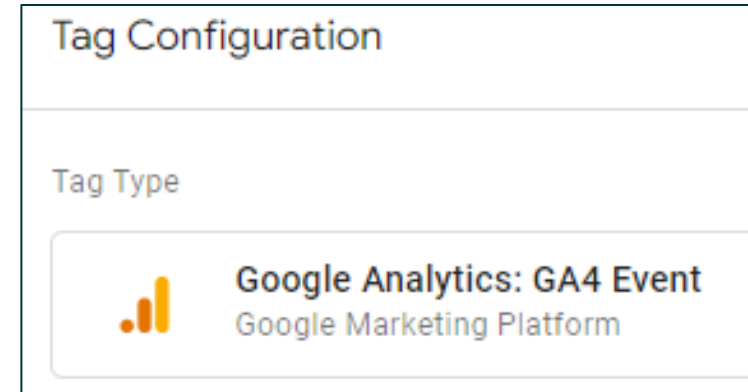
Custom

- Custom HTML

How do I set up events & conversions in GA4?

Google Tag Manager Steps:

1. Click 'New' to add a new tag, select the correct tag type (GA4 event)
2. Name your event (remember lower case string)
3. Add a trigger (what will fire your tag?)
4. Page View trigger for 'some page views', and a 'thank you' URL will make your tag fire for anyone that loads that page
5. Publish your changes, and you will now be sending a new event to GA4



Custom Audiences

Property [+ Create Property](#)

GA4 - Flood-It! (159292282)

- Setup Assistant
- Property Settings
- Data Streams
- Events
- Conversions
- Audiences**
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- DebugView

PRODUCT LINKS

- Google AdSense links

Start from scratch

Define an audience with whatever conditions you would like.

[Create a custom audience](#)

Use a reference

Prebuilt audience suggestions for you to consider.

[General](#) [Arts & Entertainment](#) [Templates](#) [Predictive](#)

- Recently active users**
Users that have been active in a recent period
- Non-purchasers**
Users that have not made a purchase
- Purchasers**
Users that have made a purchase
- 7-day inactive users**
Users who were once active, but have not been active for the last 7 days
- 7-day inactive purchasers**
Purchasers who were once active, but have not been active for the last 7 days

Audience Name	Description	User Count	Change	Created	Actions
Recently active users - 23rd Aug	Users that have been active in a recent pe...	40,582	↑168.2%	23 Aug 2023	⋮
Likely 7-day purchasers < 20%	Users who are likely to make a purchase i...	32,242	↑16.2%	30 Apr 2023	⋮
Likely 7-day purchasers Custom	Users who are likely to make a purchase i...	31,841	↑17.3%	21 May 2023	⋮
Likely 7-day purchasers	Users who are likely to make a purchase i...	28,263	↓17.7%	27 Apr 2023	⋮
Level Beaters_v2	Users who have completed at least one pr...	27,315	↑2.3%	14 May 2016	⋮
Level Beaters_v1	Users who have completed at least one pr...	25,032	↑3.9%	14 May 2016	⋮

Custom Audience Suggestions

Include users when:

Page location contains /conversion-page/ at any point in time

Or

AND

Session medium contains organic at any point in time

Or

And

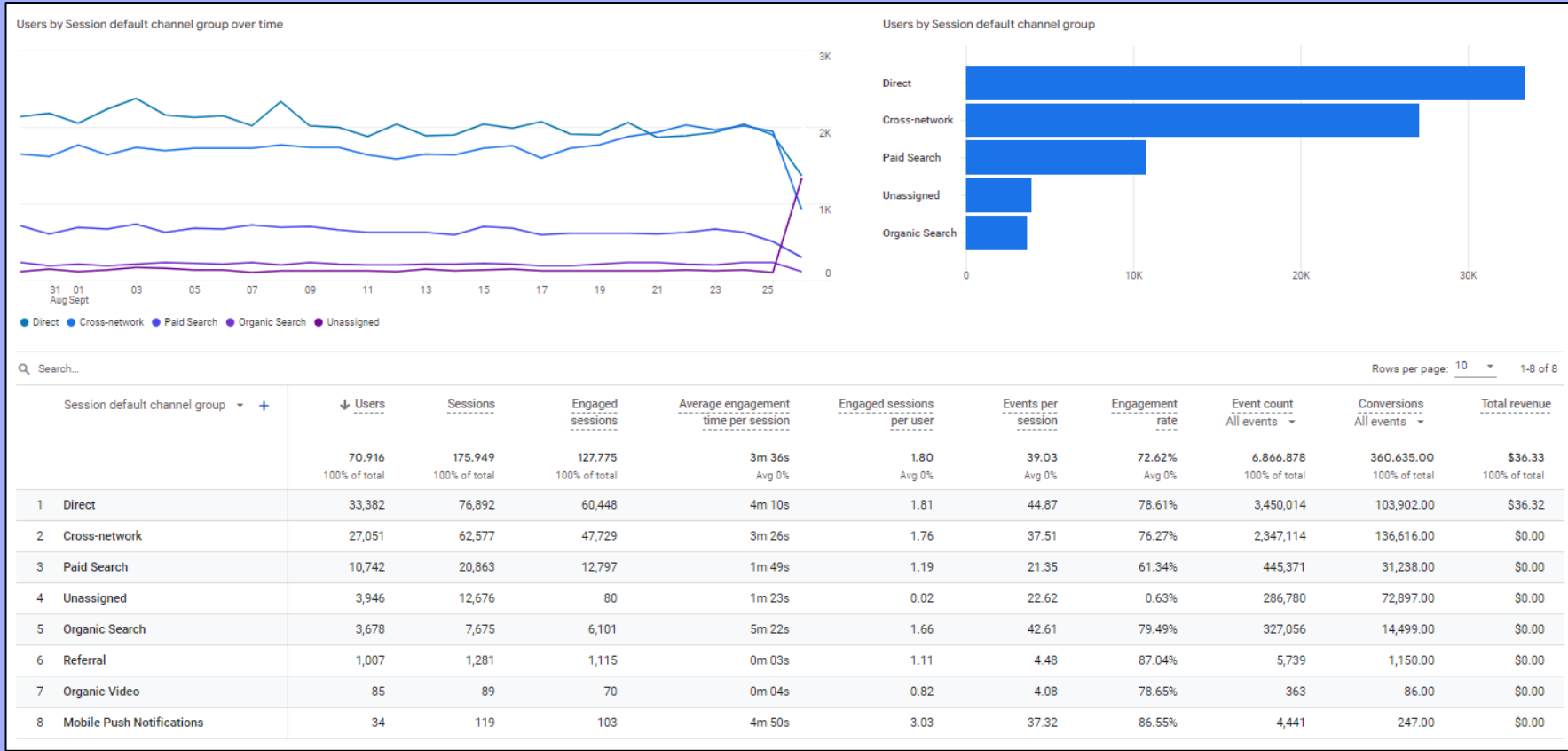
Audience	Criteria
Donors	Completed a donation
Engaged non-donors	Session duration over 3 mins but did not donate
High intent users	Users who visited the donation page
High value users	Signed up for an event, completed a form, registered (etc.)
Bounced users (to exclude)	Users who bounced from the site

Data Visualisation

3

Key Report

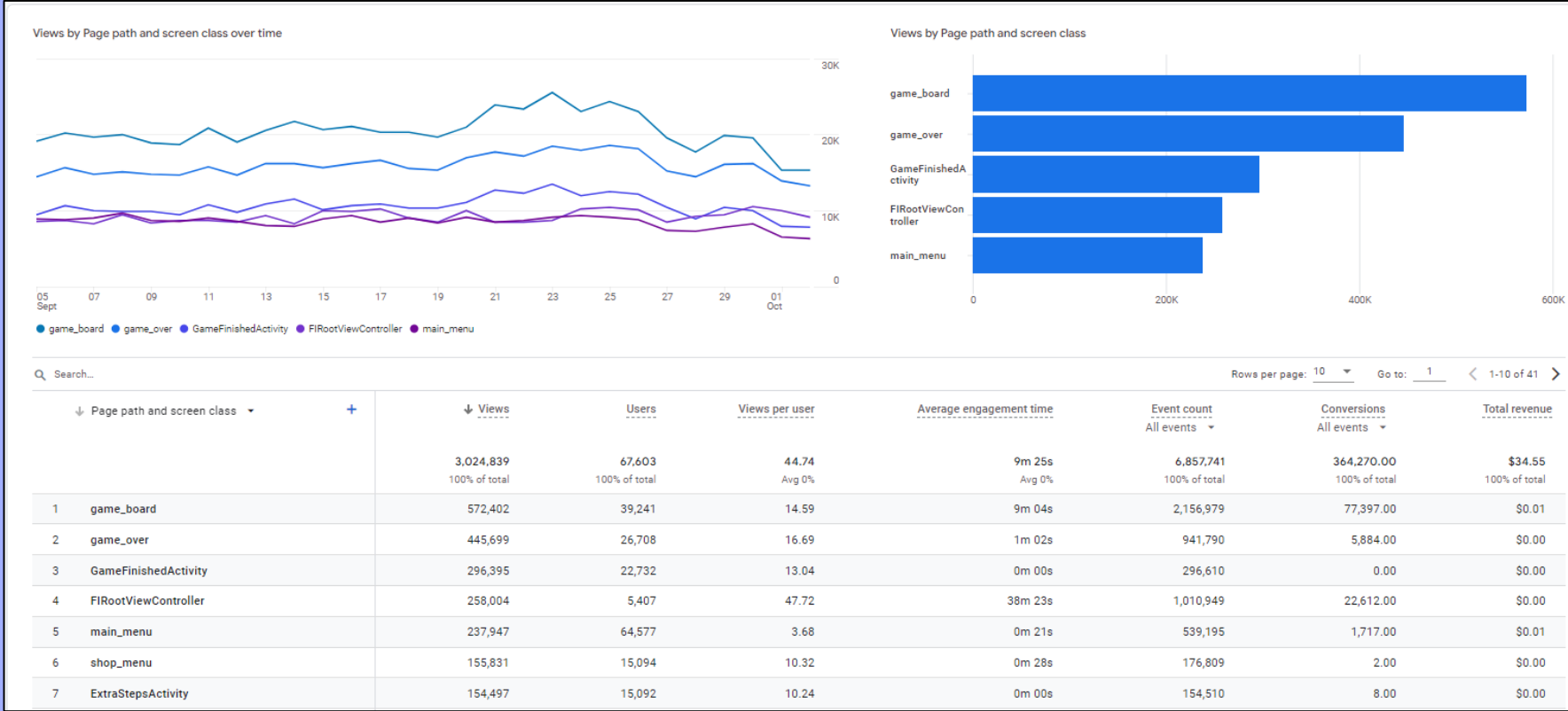
Traffic Acquisition



Reports › Life Cycle › Traffic Acquisition

Key Report

Pages and Screens



Reports > Life Cycle > Engagement > Pages and screens

Explorations

Free Form – Granular data not available in standard reports

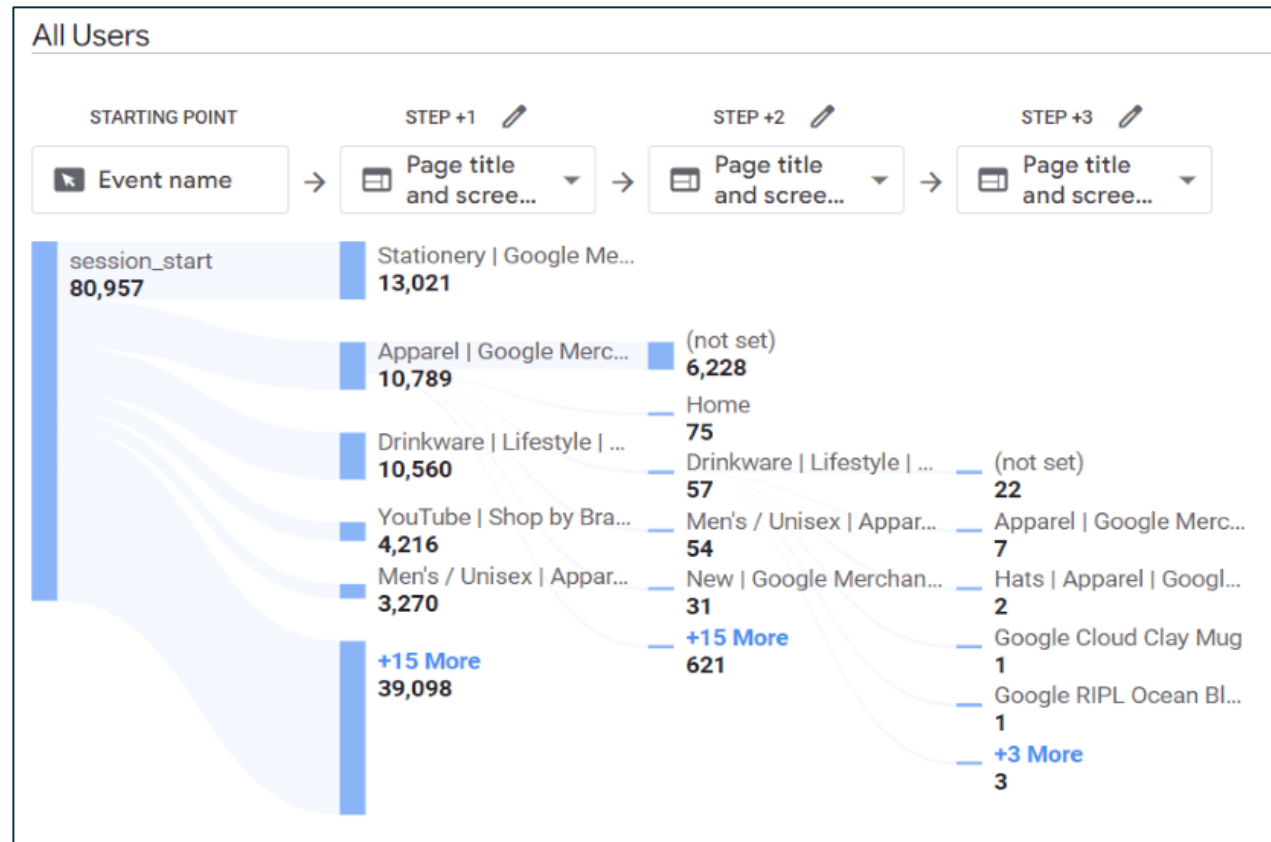
Use case: View top outbound clicks by click URL

Funnel Exploration – Step-based user journey

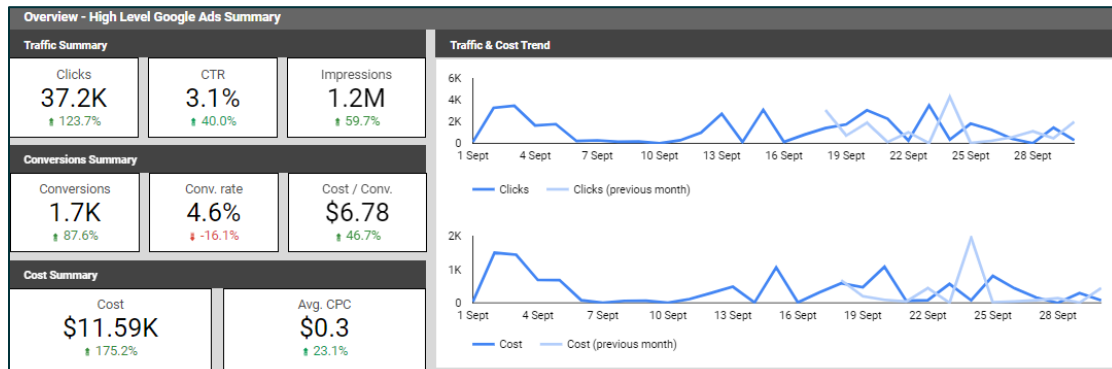
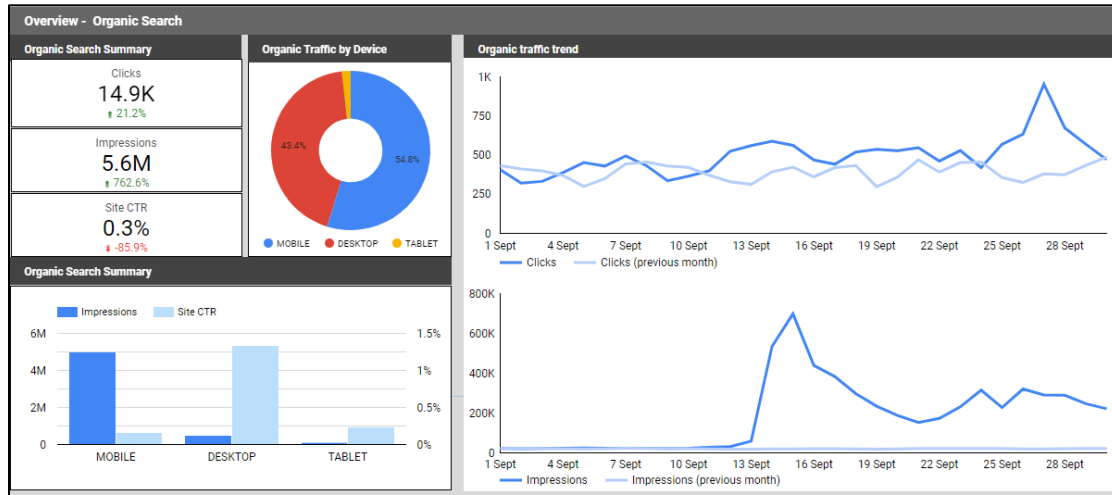
Use case: Break down a multi-step registration process

Path Exploration – User journey by page path

Use case: Analyse donor journey drop-off



Looker Studio



Campaigns & Devices - Performance

Campaign Overview

Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions
Campaign - Holiday	3,101	62,537	4.96%	\$0.34	\$1,063	158
Campaign - Biking	2,855	63,691	4.48%	\$0.31	\$884	206
Campaign - Fun	14,032	350,778	4%	\$0.35	\$4,893	619
Campaign - Accessories	5,171	145,539	3.55%	\$0.21	\$1,070	226
Campaign - Jackets	2,224	84,605	2.63%	\$0.28	\$633	37
Campaign - Wearables	4,130	178,453	2.31%	\$0.21	\$887	276
Campaign - Dynamic Search Ads	3,729	180,669	2.06%	\$0.41	\$1,531	48
Campaign - Active Wear	135	7,117	1.9%	\$0.13	\$18	8

Visualise your GA4 data with Looker Studio

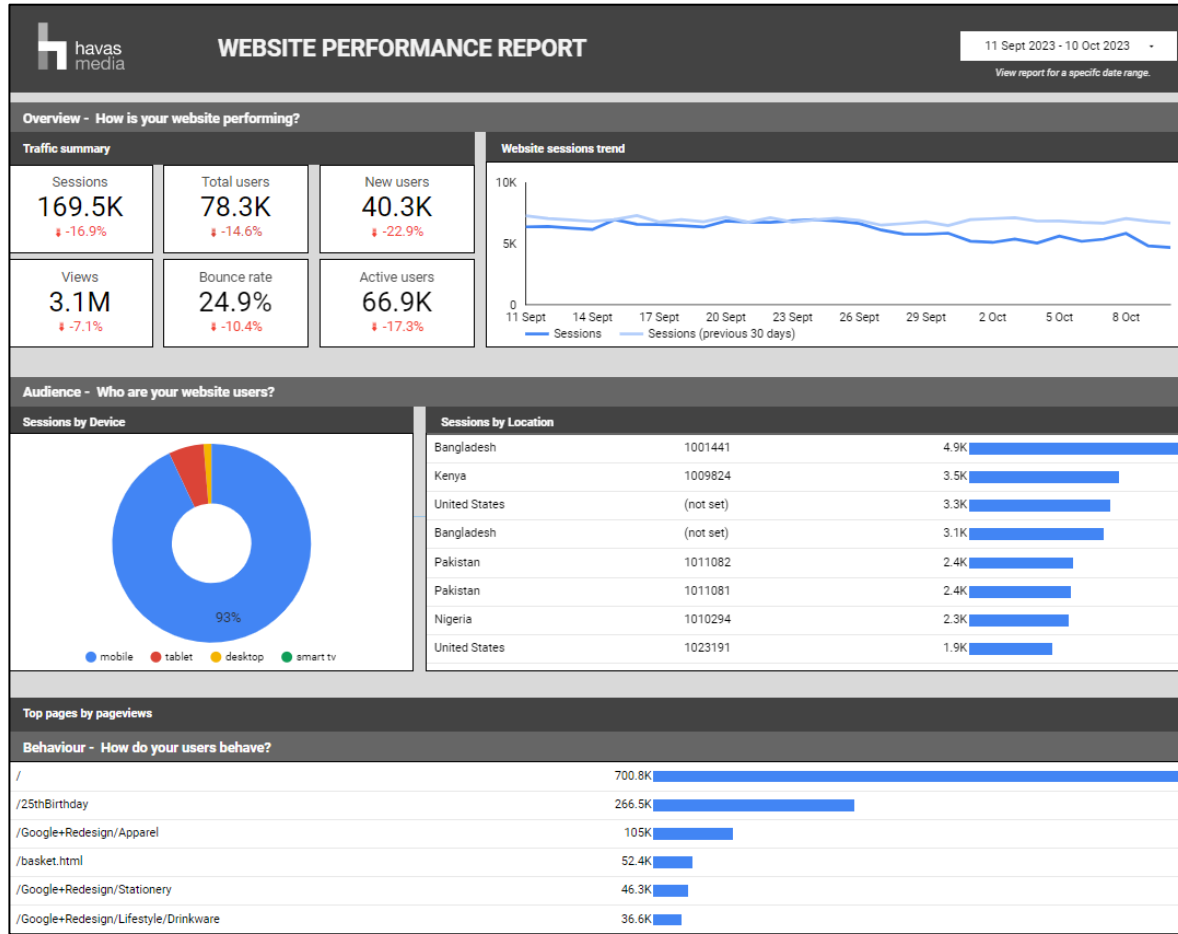
- Owned by Google – seamlessly links to all Google Products
- Visualise your Google Analytics data, and link to Google Ads, Google Search Console, DV360, Google Sheets, YouTube Analytics, SEMrush, Supermetrics and more

Create your own with our free template:

[Get our free Looker Studio template](#)

Questions: a.smith@havasmedia.com

Looker Studio



Sample Report:

Step 1: Access the report with your google account, click 'more options' (beside share button) and select '**make a copy**'

Step 2: Replace the template data with your Google Analytics data, click on the source and select 'Create data source'

Step 3: Select Google Analytics

Step 4: Add your account and property, and 'Connect'

Step 5: Click a chart element, look at 'Data source' in the right column and change this to your new data source

Step 6: Make sure 'Metric' is set to the correct metric

You can now see your key Google Analytics 4 data in a simple dashboard!

Changes in Digital & the Future of Analytics



Notes on Privacy, cookies, tracking

You still need consent to track users with GA4!

Talk to your IT team to audit how your site uses cookies based on consent

Stay updated: <https://www.embracingacookielessfuture.com/>

Questions: a.smith@havasmedia.com



Thank you!

October 2023

HAVAS Media
Network



**Persuasion
Republic**

HAVAS Media
Network



Paid Social

Intro



Zeel Kothari

Paid Social Specialist

Zeel has been working with Havas for over 1.7 years, specializing in Paid Social Media Buying.

In her current role, Zeel is responsible for planning and executing successful medium and large-scale social media campaigns, optimizing ongoing campaigns, and creating comprehensive reports by analyzing and interpreting data from all paid social channels and Google Analytics.

Intro



Linda Pacenti

Social Media Executive

Linda has been working with Social Media for 2 years and specialises in Paid social campaigns and Social Media posting.

In her current role, Linda is responsible for planning and creating Paid Social Media campaigns, analysing results and drawing up detailed reports on campaign performance.

Also, Linda is responsible for posting Social Media updates about the advertising industry.

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1

Introduction

2

Paid social fundraising landscape 2023

3

Golden rules to create engaging paid social ads

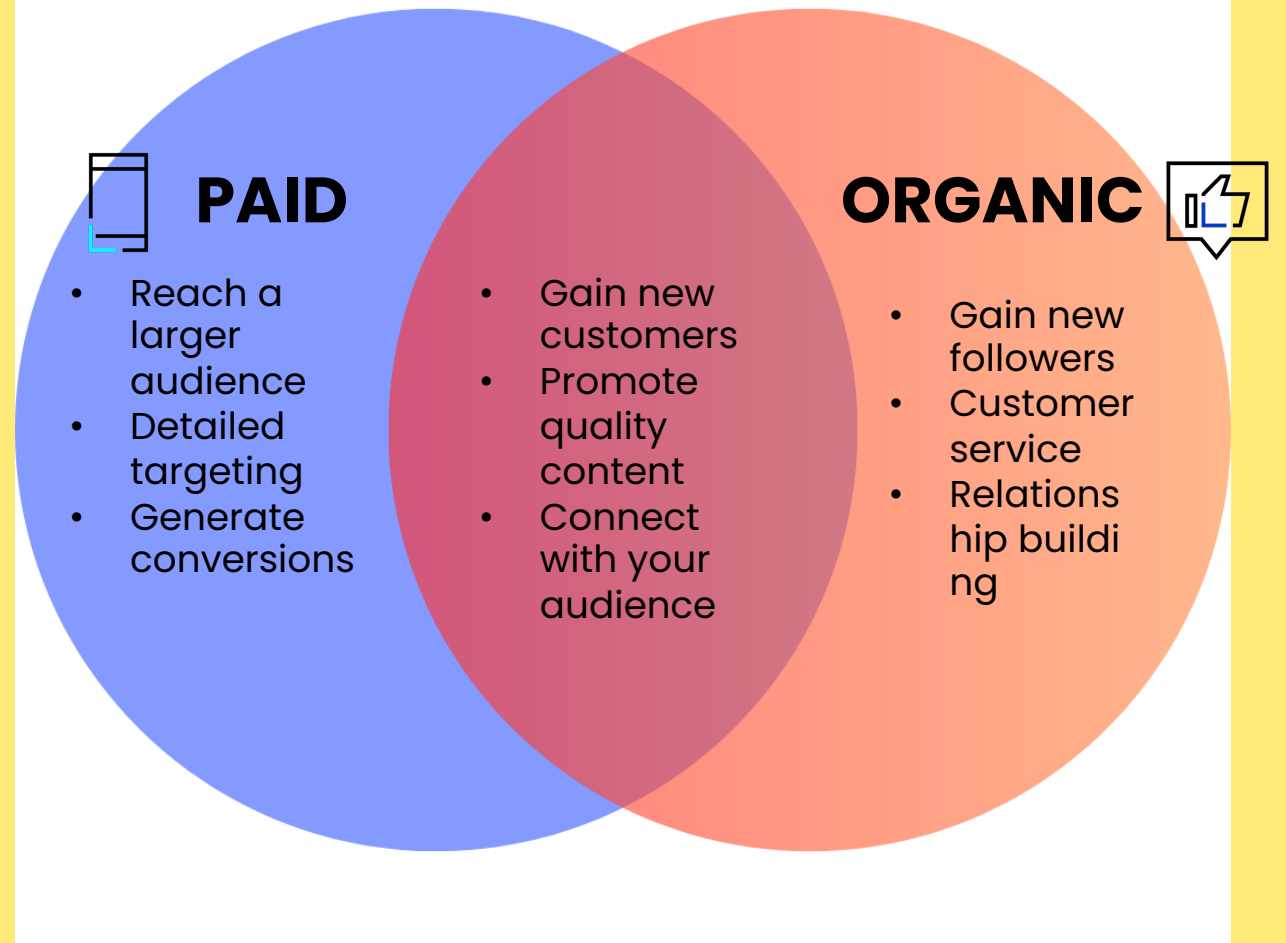
4

Recap



Introduction

The intersection of paid and organic social



Tapping Into Meaningful Moments

What's already happened?



MY LIFE

- Connect with friends & family
- Share photos
- Mark milestones
- Have private conversations
- Learn about events



MY ASPIRATION

- Share content with friends
- Share photos and real-time moments
- Look to influencers for aspirational goals
- Diarize my day
- Share short-form video



MY DISTRACTION

- Create/ watch video content
- Keep up with viral trends
- Embrace a quirky, faster-paced environment



MY PRIVATE CIRCLE

- Talk to friends privately
- Share temporary photos
- Play with Lenses/Filters
- Share videos
- Diarize my day



MY NEWS

- News & current events
- Follow discussions
- Follow influencers/celebs
- Learn about topics of interest
- Share opinions on topics and monitor public opinion



MY PROFESSIONAL LIFE

- Connect with colleagues
- Share professional accolades
- Find a new job
- Keep up with industry trends



MY INSPIRATION

- Look for ideas/ inspiration for milestone moments
- Share content
- Create a virtual planning tool/ scrapbook

1

The Paid Social Fundraising Landscape

A new landscape is being formed



Go Digital

The Charitable Giving Report from the Blackbaud Institute revealed a 42% increase in online giving in the past three years.



Facebook is not going anywhere

Facebook is still the best place for charities to advertise as it keeps generating the highest amount of Donations among social platforms.



Innovate

Many charities are considering experimenting TikTok is generating higher attention metrics.

Today's Paid Social landscape

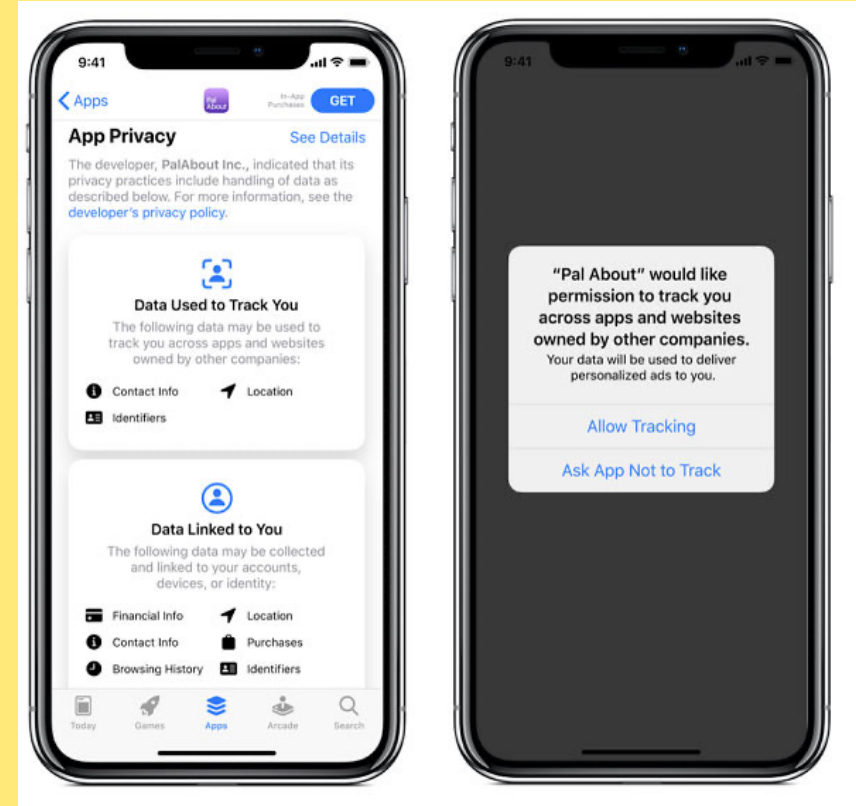
Less control over users' data



Creatives become the means of targeting

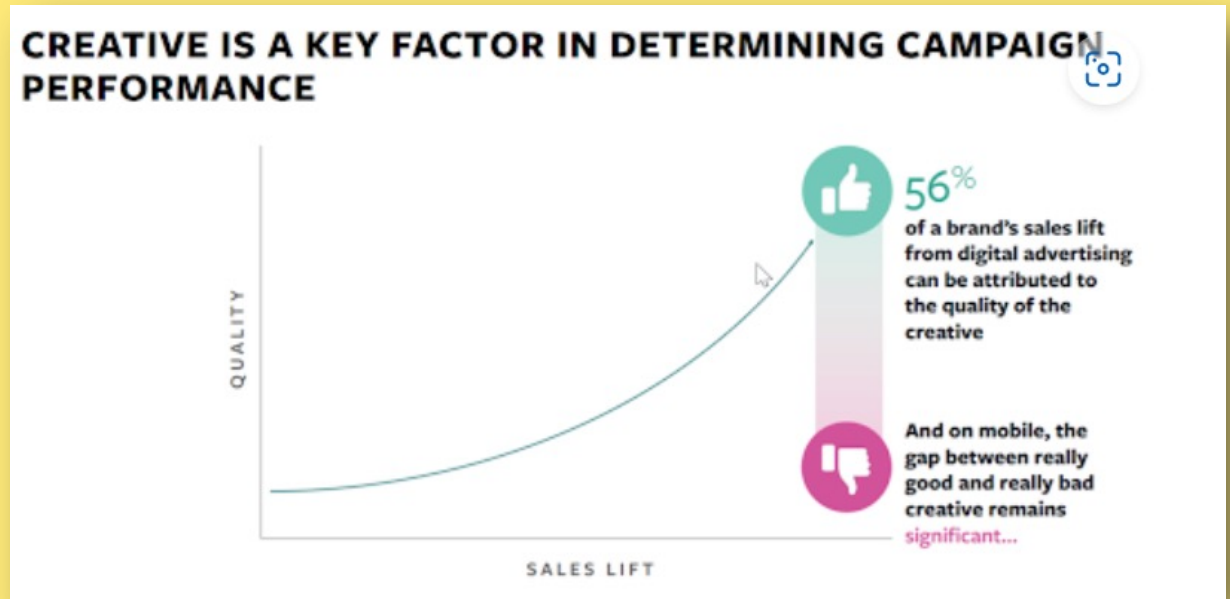


Right creatives convey appropriate signals



Creativity is the key to crafting memorable advertisements that leave an impact

- Successful ads are always memorable. Creativity involves using imagination and unique concepts to produce something original.
- Technology is vital, but so is creativity in advertising
- In the midst of advertising noise, compelling content stands out



Source: Nielsen Catalina Solutions

2

Golden rules to
create engaging
social ads

Key factors for successful Paid Social ads

How can you make impactful ads?

Creative

It's a war for attention! Eye catching creatives are paramount to run a successful campaign



Platform

Where is your audience? make sure you pick the platform that allows you to deliver relevant and effective ads



Format

Align ad format to the campaign objective and business outcome you want to achieve



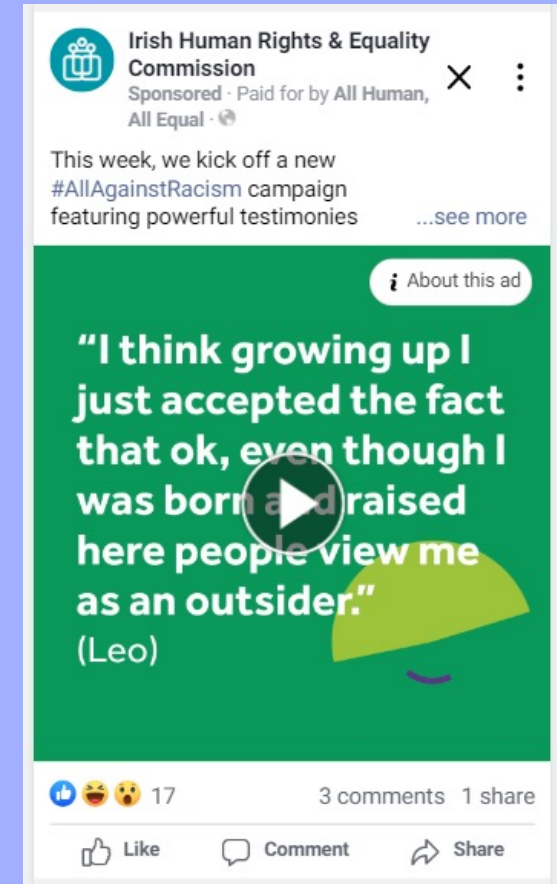
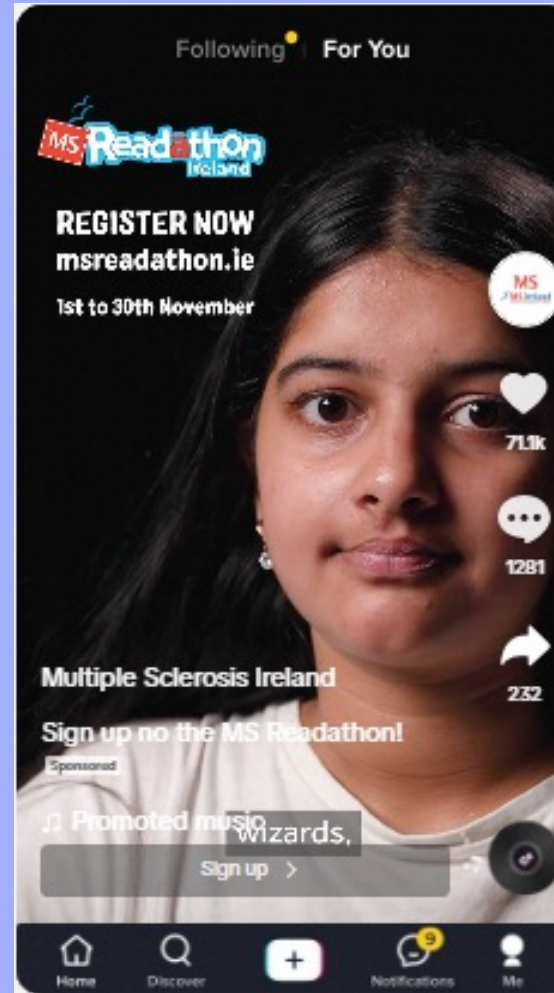
Text

Short and snappy is the key! Pay attention to character limits and make sure to convey the main in a clear and concise manner



Ad Design Tips

- Eye-catching images
- Captivating hook and prominently display the main message of the ad
- CTA button aligned to the campaign objective
- Creative developed ad-hoc for each platform



Ad format

- Video: available for all platforms
- Images: available on all platforms except TikTok
- Stories: available on Meta and Snapchat
- Carousel: available on Meta, Twitter, LinkedIn and Pinterest
- Collection: available on Meta, Pinterest, Snapchat and Twitter

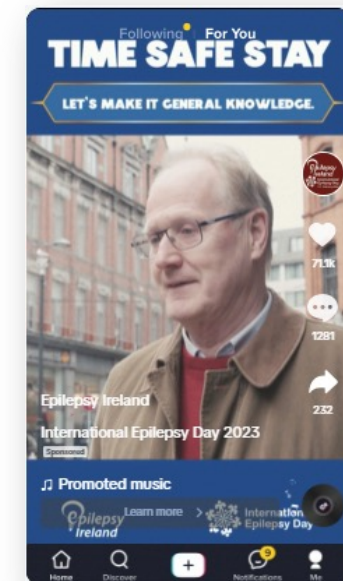
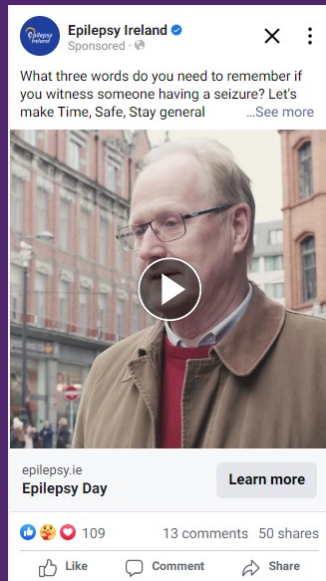
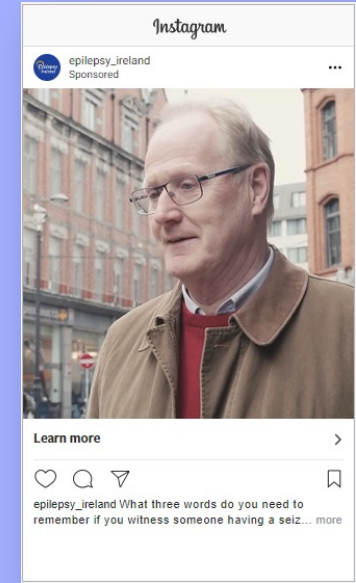
AD FORMAT	META	TWITTER	LINKEDIN	PINTEREST	SNAPCHAT	TIKTOK
Image ads	X	X	X	X	X	
Video ads	X	X	X	X	X	X
Carousel ads	X	X	X	X		
Collection ads	X	X		X	X	
Poll ads	X	X				X
Playable ads	X					X
AR	X					X
AR Lens					X	
Idea Pins				X		
Story ads	X				X	
Text ads			X			
Sponsored Messages			X			

What's the best ad format to achieve my goal?

- Each platform and ad format requires a specific size and ratio
- Ad formats may vary according to the platforms and placements they appear on
- Choose the ad format based on the objective you want to achieve

AD FORMAT	AWARENESS	CONSIDERATION	CONVERSION
Image ads		X	X
Video ads	X	X	
Carousel ads		X	
Collection ads	X	X	
Poll ads	X	X	
Playable ads	X	X	
AR	X	X	
AR Lens	X	X	
Idea Pins	X		
Story ads	X		
Text ads		X	X
Sponsored Messages			X

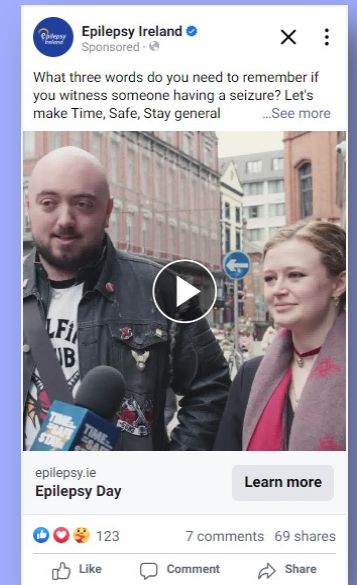
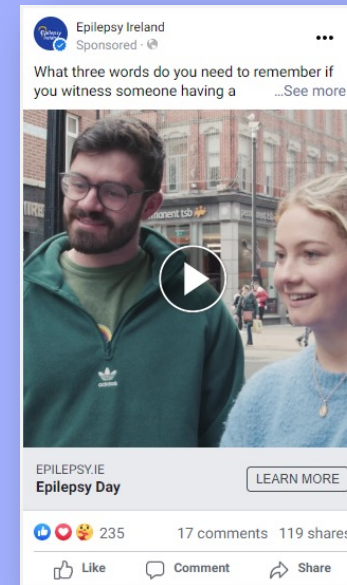
How your ad displays across different placements



Test & learn approach

Adopt a test and learn approach to understand what resonates best with your target audience.

- Test new formats
- A/B testing different variations (copy, colour, CTA etc.)



Copy

The simpler, the more effective

- Text should be explanatory but short and to the point
- Stick to the character limit to avoid truncation
- Headline initials should be in capitals
- Copy and CTA should align with the campaign objective and stage of the funnel
- Pay attention to formats that don't display at copies

Phase	Sample copy	Sample CTA
Awareness	For over 30 years we have been [re]building the future. We believe in the power of collective action to drive positive change and create a brighter future for all. Do you believe it?	Learn More
Consideration	With this project we want to help 500 children, providing them with the tools to face and process stressful and traumatic experiences. Learn more about project JERU on our website.	Learn More
Conversion	700,000 beneficiaries worldwide, 26 intervention countries, 95% local staff. Donate now to transform a person's life!	Donate Now

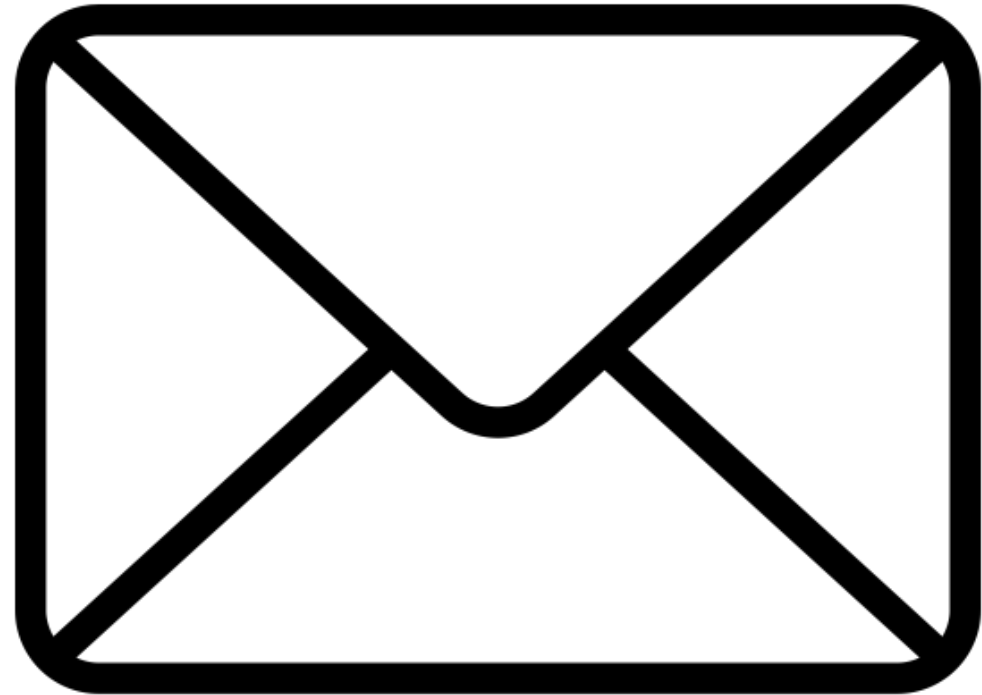


The Fundraiser's Guide to Digital **2023**

The Power of Email

The Power of Email.

- Why Email?
- The Ideal Email.
- Top Tips.



Why Email?

- How many mails did you receive?
- How many emails did you open?
- How many emails did you actually read?

Why Email?

	Non Profit	High	Low
Open Rate	25.1%	28.77% (Government)	15.03% (Vitamin Supplements)
Click Rate	2.79%	5.01% (Hobbies)	1.34% (Restaurants)
Unsubscribe	0.2%	0.40% (Health & Fitness) (Photo & Video)	0.10% (Daily Coupons)

MailChimp

Why Email?

- Can be segmented.
- It's a direct personal message. Celebrate donor landmarks.
- Can be easily tested and tracked at all stages – open rates, click-through etc.
- Can identify most active donors.
- It's cost effective.
- Establishes a regular pattern of communication.
- 48% prefer updates and appeals via email. (Neon)
- Its raises money. 20-30%

The Ideal Email.

- It starts before it begins.
- Subject lines.
- Preview text.
- Sender.
- Personalisation.

Subject line.

- Reports found 47% decide to read based on subject line alone. (Invesp)
- Mailchimp found words “help” “reminder” and “percent off” were bad for open rates.
- Make it about the recipient. Use the word **YOU**.
- Questions work well.
- Leading with the recipient’s name.
- Framing gift in terms of impact rather than amount.
- Having a breakdown of clear, tangible price points.
- A deadline.

Convey positive emotions in subject lines.

Thanks. Relief. Joy.

Support – Survey Positive

Reminder – Member – Meeting Negative

A/B Test

Preview Text.

Raised 53.85% more. (Neon One)



The Nonprofit Email Report

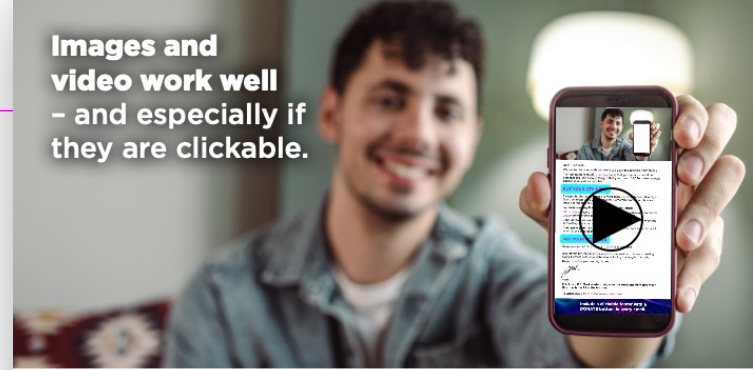
Personalised.

Dear <First Name>

Dear Animal lover

- Use Imagery
- Large font
- Short Paragraphs
- Colour CTA
- Above the fold
- Use highlighting
- Single column
- Single Repeated CTA
- Keep it short
- Use P.S.
- Include clear Unsubscribe
- Use Footer

Images and video work well – and especially if they are clickable.



Dear Fundraiser,

We wanted to share with you some top tips for designing your emails.

The first thing to stress <First Name> is that your emails should be personalised. The second thing is that your colourful CTA button should appear as quickly as possible.

PUT YOUR CTA HERE

Paragraphs should be short. No more than 2 or 3 sentences. Use digits. Don't be afraid to be ungrammatical. Remember most people scan emails in less than 15 seconds.

So, make sure key lines stand out by bolding them.

<First Name>, use large font so that it's readable, especially on mobile. Use a single column so that it's easily scrolled through.

Don't get too focused on form. Concentrate on making your message compelling, emotive, simple and direct as possible.

And repeat your CTA. Some studies suggest the more links that are in an email the greater the CTR will be.

PUT YOUR CTA HERE

Keep your e-mail short. And as succinct as possible.

But remember that all of these are just guidelines. It is worth testing every element with your database including the length of emails.

Regards with a personal signature,

Alan

P.S. Add a P.S. Most readers only scan the email and only stop when they reach the PS at the bottom.

To unsubscribe from these emails, [click here](#)

Include a clickable footer with a DONATE button. In every email.

Make it Mobile.

At least 50% of all emails are opened on a mobile device.

(Campaign Monitor)

70% of ill formatted emails will be deleted in 3 seconds.



Email Client Market Share.



Apple 57.66%



Gmail 29.59%



Outlook 4.18%

Litmus.com

Make growing your list a priority.

Add sign up to every page of your website.

Collect emails at events.

Promote sign up on every mailing.

Promote your newsletter/ mailing list on your social media.



Make shrinking your list a priority.

Make unsubscribe clear.

**Delete unresponsive addresses.
Be patient but ruthless.**

Consider double sign up.



Email is just the start.

Landing Page

Be who they expect you to be.

Clear and simple.

Thank people.

Demonstrate impact.

Be emotive.

Think about the journey.

Create a meaningful Welcome Email.

More is more.

92% send Newsletters

41% monthly.

27% quarterly.

10% weekly.

74% email appeals.

67% quarterly.

19% monthly.

3% weekly.

The real power of email

Consistent communication

Always findable

OCTOBER ~~5TH~~

19TH



TEST IT



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Questions?



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Thank You.