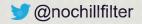


115% improvement!





Do you know what your best performing content is?





@nochillfilter



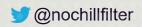
I do not care...*

How many emails are on your list
How many views that viral reel got
How many likes your Facebook post got

Engagement for engagement's sake is pointless.

*unless you're doing a brand lift study to see the actual impact of this im@nochillfilter activity.





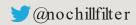






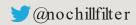












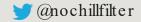


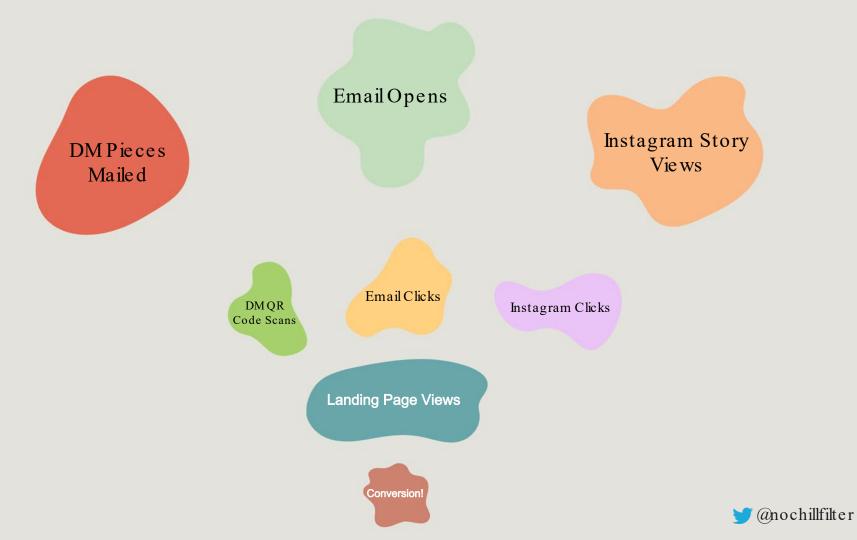


Instagram Clicks

Landing Page Views



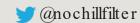




DM Pieces Maile d **Conversion Funnel!**

agram Story Views







20,353 Email Opens

459 Instagram Story Views

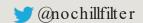
1,087 DM QR Code Scans

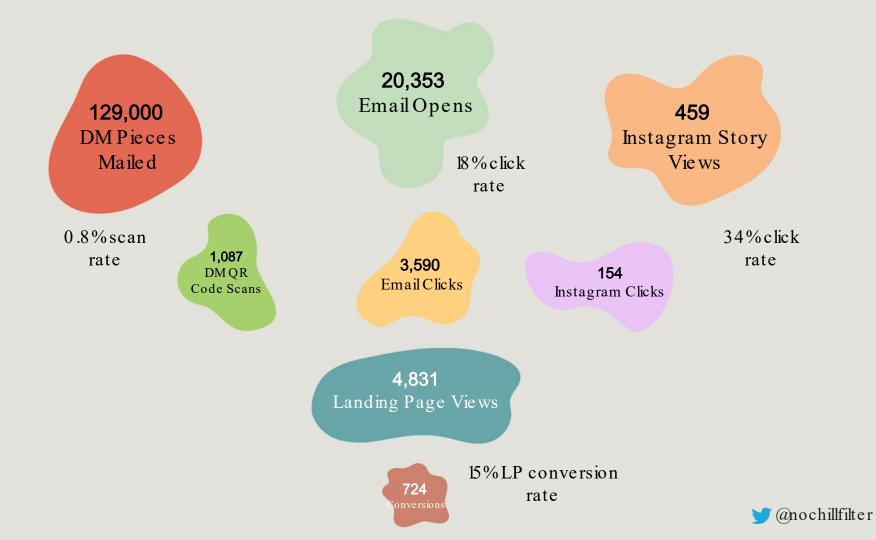
3,590 Email Clicks

154 Instagram Clicks

4,831
Landing Page Views







35.64,50656.8,0,0,0,0 115.94,67905.07.0 115.94,66938.9,0,0,0,0,0,10

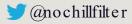


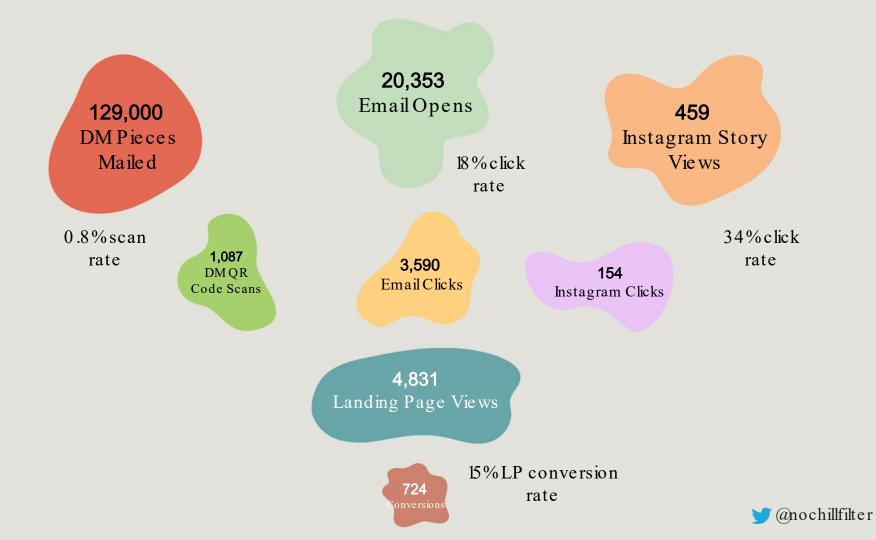


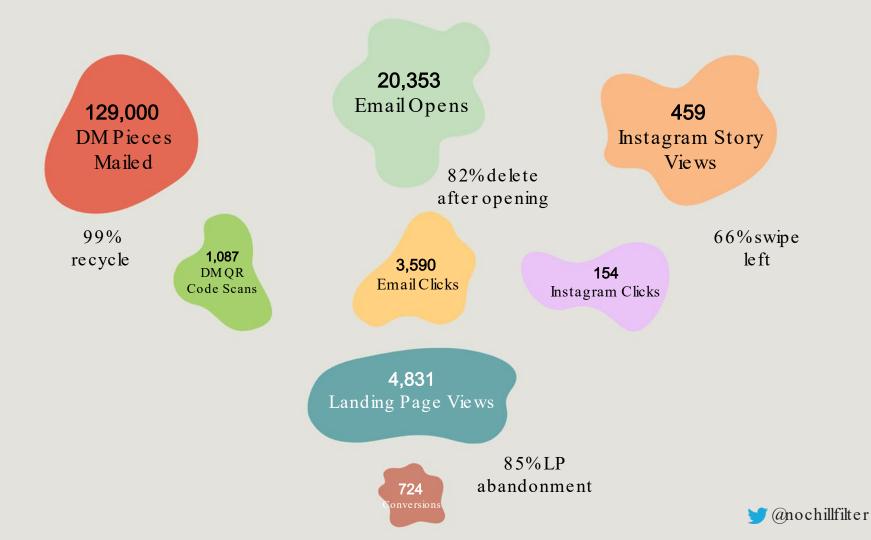
All that truly matters...

If you can get a person to do a thing.



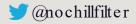








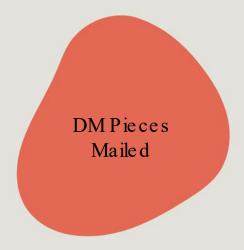
When we flip our rates, it shows us where we're failing



FAILURE = OPPORTUNITY





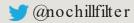


Picked up the mail on the way home from picking up her kids at school and is inspired to know what's happening at her alma mater **Email Opens**

Took a break from work to check personal emails and saw a sender's name that he recognized from the university.

Instagram Story Views

Laying in bed after a long day catching up on updates from friends and family when they see a story featuring their old campus.





20,353 Email Opens

459 Instagram Story Views

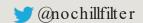
1,087 DM QR Code Scans

3,590 Email Clicks

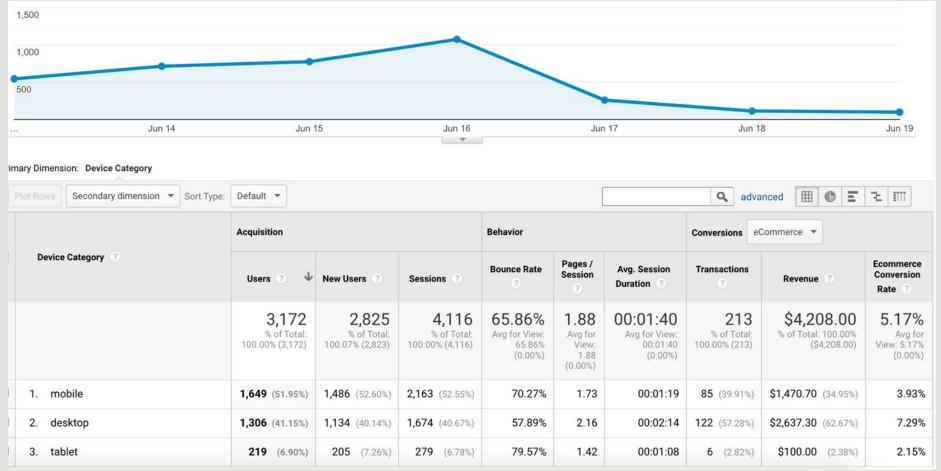
154 Instagram Clicks

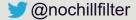
4,831
Landing Page Views



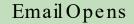










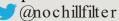




Are people engaging with their email on the go? Metric: How many people on our landing page are sourced to email & mobile

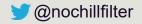


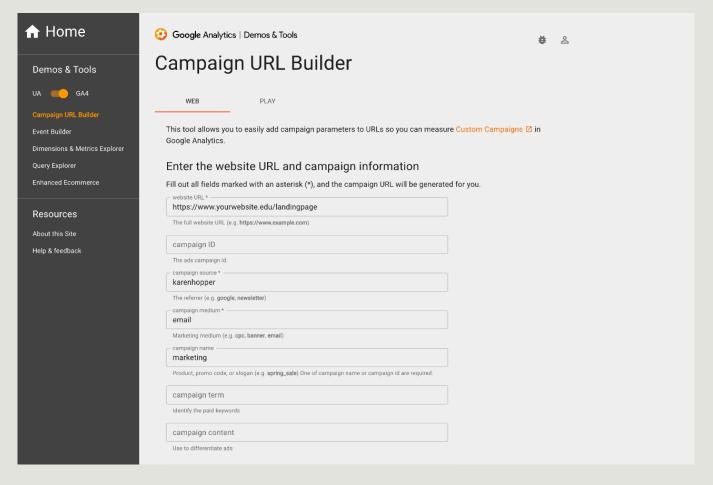
Are people engaging with their email at their desks? Metric: how many people on our landing page are sourced to email + desktop



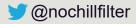


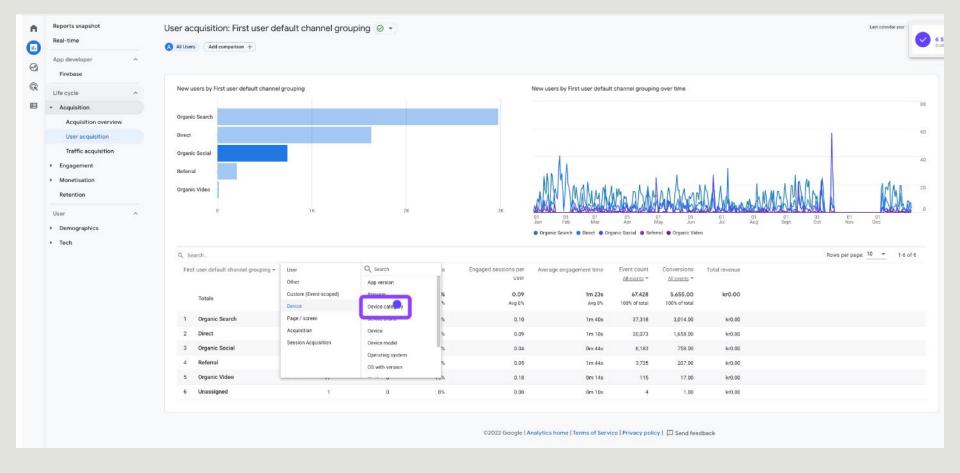
Collecting reliable, well -sourced data should be a priority

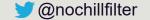


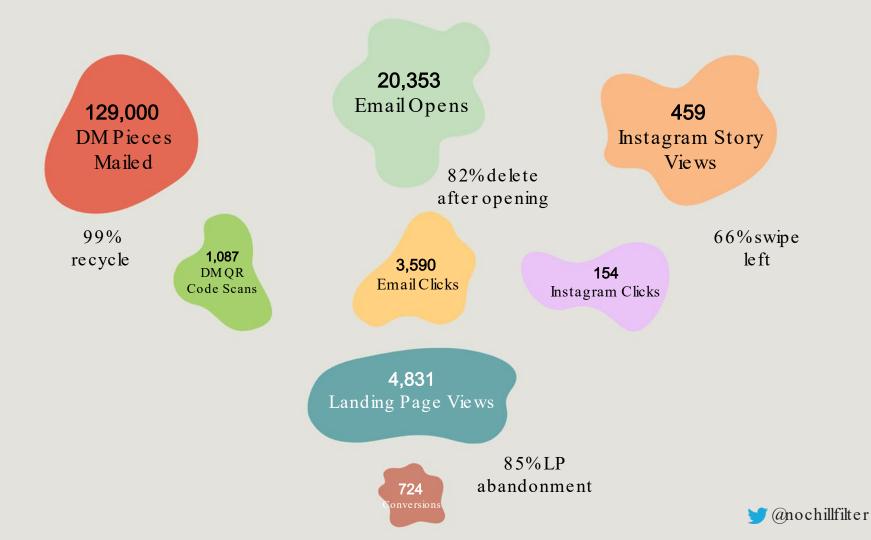


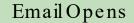
Every link you post, send, or distribute should be tagged! https://ga-dev-tools.web.app/ga4/campaign-url-builder/













Mobile traffic from email makes up 70% of our donation form pageviews but only 5% of mobile visitors convert.



Desktop traffic from email makes up 20% of our donation form pageviews and 25% of them convert.

Only 29.2% of people view email primarily on desktop.

57% of all website traffic in the US is on mobile - and for some websites, this proportion can eclipse 70%.

SUPPORT SUSTAIN

As an Ole Sustainer, you keep making a huge impact on the St. Olaf experience — thank you! And as an added benefit, you don't get as many emails from us. :)

Now for the update. Our challenge fund has doubled thanks to the leadership of the St. Olaf Fund Board in partnership with some amazing supporters. And we are matching every new and upgraded monthly gift with \$200 until Nov. 3!

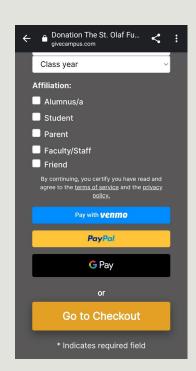
"Big Deal!" you say? Well what if we told you this match also applies to current Sustainers? The match is only good for the first 150 new sustainers or upgraders though, go check it out right now!

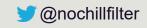


Once we know that more people are visiting us on mobile, how are we optimizing the experience for these users?

Is it hard to use your website or forms on a phone?

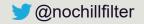




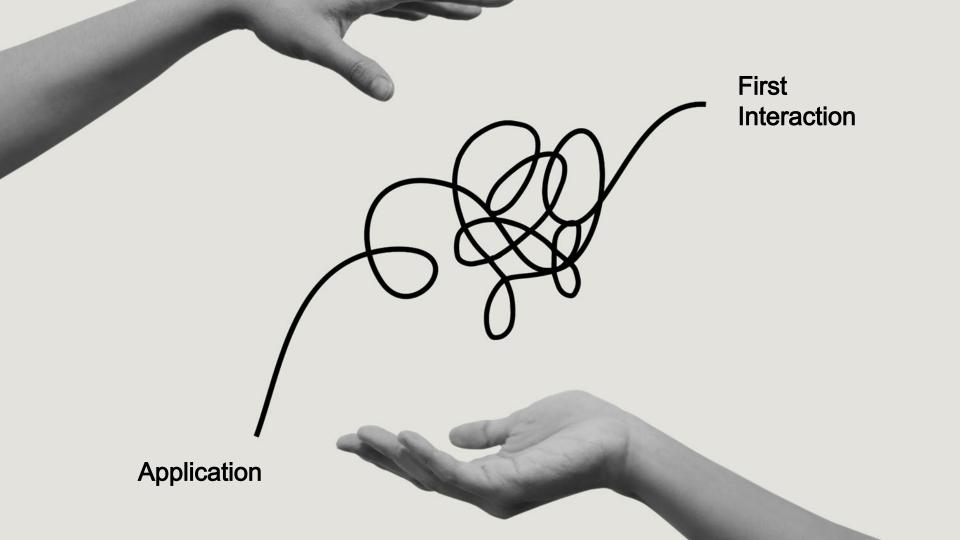




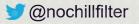
QA your emails and website on desktop AND mobile.







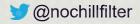
Not every visitor is ready to convert.





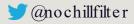


The Average Attention Span is 8.25 seconds.

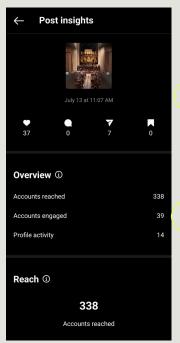


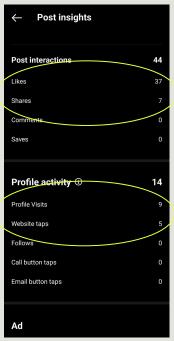


What cues are your audience giving you that they're interested (or not)?



Micro -conversions are powerful too!



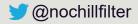


Not every interaction can (or should) lead to a conversion!

What types of engagement show that our community is invested in our content and our school?

For example: do some posts have substantially higher engagement than others?

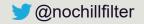
These are your micro-conversions - indicators that you are guiding users down the funnel and building your relationship.



Micro -conversions can be...

- Clicked on a facebook ad
- Signed up for email
- Liked our facebook page
- Shared an article
- Scrolled to the end of the page
- Clicked on a banner ad
- Opened an email
- Clicked on an email
- Made a purchase
- Engaged with a slideshow on the site
- Utilized the chatbot
- Performed an internal search
- Googled your brand

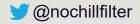
- Registered for a webinar
- Downloaded a PDF
- Signed up to volunteer
- Visited multiple pages on the site
- Spent a long time reading content
- Posts about the company on Facebook
- Followed you on Twitter
- Shared an article on linked in
- Voice searched for your school
- Downloaded an app
- Opened the app more than once
- Made a purchase through the app
- Watched a video
- Visited a vanity URL





What metrics from your channel ACTUALLY indicate someone is interested?

(remember, no vanity metrics allowed)



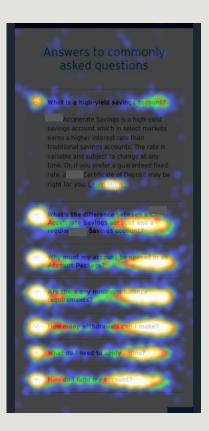


Qualitative



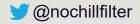
Heatmapping shows what users engage with and ignore





On desktop, people highlight with their cursor as they read for comprehension.

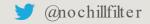




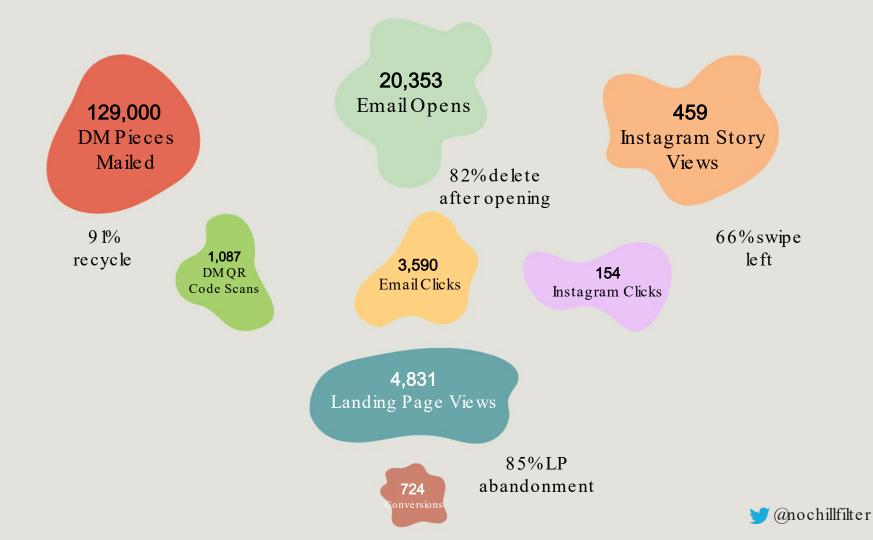


Phew.











Start at the end.

What do you want people to DO?





Understand how they get to that conversion point.

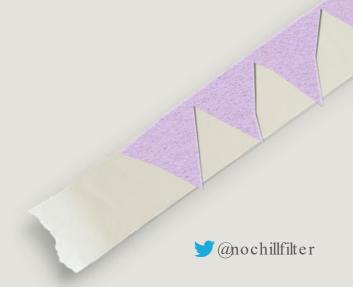
What's their experience?



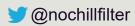


Hypothesize:

WHY are people converting (or not converting) from certain channels and on certain devices?

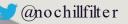








David Ogilvy







@nochillfilter



