

# Case study: Sense Scotland

Using geodemographic profiling  
to improve donor response



## Client

Sense Scotland is part of the UK National Deaf blind and Rubella Association. It is a significant service-providing organisation that is engaged in policy development for children and adults with complex support needs because of deaf blindness or sensory impairment, learning disability or physical disability. It is also a leader in the field of communication and innovative support services for people who are marginalised because of challenging behaviour, health care issues, and the complexity of their support needs. CCR Data Ltd is one of the UK's most successful independent data bureaus. Founded in 1996, it provides a comprehensive range of data and mailing services from database implementation through to data management and mail fulfilment.



**I am very excited to see how charities could potentially benefit from more donor insight using Mosaic profiling. Knowing as much as possible about the donors on their database is crucial to maximise the potential of their data and to improve response.”**

**Edward Spicer**  
Managing Director  
CCR Data

## Challenge

As part of an ongoing process of profiling and analysing their donor database Sense Scotland commissioned CCR Data to look at ways of improving conversion rates on donor contributions. The initial aim for CCR was to help Sense Scotland find out as much as it could about the type of donors who had previously been asked to convert from Sense Scotland's Home Money Box (HMB) recruitment method to direct debit payment for donations. Prior to implementing Mosaic Scotland, Sense Scotland had a 1 in 5 success rate, and an average annual gift amount of around £55.00 in conversion campaigns. People were selected for conversion to direct debit on the basis of those who

had responded best to the charities Home Money Box campaign, with no additional profiling or analysis. Conversion was then done via telephone by a specialist fund raising telemarketing organisation. The challenge facing CCR was to improve this conversion rate.

## The Solution

CCR chose to analyse Sense Scotland's donor data using three key indicators that were felt to be of significance:

1. Experian's Mosaic Scotland consumer classification
2. Council Tax Bands
3. Household Income

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**“Profiling our data using Experian’s Mosaic Scotland classification has allowed Sense Scotland to lever significant additional value from its current recruitment and development methods by opening up new income streams. In the past year - 2006-2007 -the number of our regular givers has increased by almost 50% with a corresponding increase in income. Without Mosaic Scotland profiling, this level of improvement would simply not have been possible.”**

**Frank Nelson  
MInstF (Cert)  
Sense Scotland**

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Each of these was used to create indices of the activities the charity wanted to measure.

CCR was supplied with a list of people who had been asked to convert to direct debit. These were then tagged and analysed using the selected data indicators. This allowed Sense Scotland to assess its previous activity, and the performance of each Mosaic Scotland group in several different ways.

For example, Mosaic Scotland Type A01 (“Captains of Industry”) made up 6.67% of all those were asked to convert to direct debit. As this type - the wealthiest - make up only 1.92% of the population, it appeared that the original method of selection had been working effectively. Further analysis showed that each person who had converted from Mosaic Scotland Type A01 had given 22% more than the average donor in regular gifts.

However, CCR’s analysis also showed that it is much harder to convert an A01 donor - only 14% convert- so the actual return per solicitation (conversion call) was only 95% of the average: giving an index of only 0.95 - the average, of course, being 1.00.

The index values for all Mosaic Types ranged from 0.00 to 1.77.

Even accounting for some degree of statistical error, it was clear to the charity that Mosaic Scotland is a significant indicator of conversion to direct debit. CCR also created indices for Council Tax and household income bands. These were also found to be important discriminators. By combining all three variables CCR were able to further refine the process of analysis and prediction.

Following this analysis, Sense Scotland

made the decision to have its database of active donors profiled.

### Results

The next Home Money Box (HMB) campaign more than doubled the number of conversion calls to direct debit with no loss of performance. This was achieved by:

- including people who had responded poorly or not at all, but whose combined indices were high
- excluding others who had responded well to the original campaign, but whose indices were low

In this campaign the charity maintained its target 20% success rate - HMB responders and non-responders combined - whilst improving the average size of gift.

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