SCL Analytics helps UNICEF UK fine-tune its online fundraising

Children's charity, UNICEF UK improves the performance of its website through web analytics

UNICEF UK is one of 37 UNICEF National Committees based in industrialised countries. UNICEF National Committees raise funds for UNICEF's worldwide emergency and development work. In 2005, UNICEF UK raised £50.4 million for UNICEF's work with children worldwide.

BUSINESS CHALLENGE:

UNICEF UK is one of 37 UNICEF National Committees based in industrialised countries. UNICEF National Committees raise funds for UNICEF's worldwide emergency and development work. In 2005, UNICEF UK raised £50.4 million for UNICEF's work with children worldwide.

> *"SCL Analytics' expertise combined with the functionality of Unica Affinium NetInsight provided us with what we were looking for.*
>
> Jonathan Lind, UNICEF UK, Webmaster

UNICEF UK wanted to ensure that its website content and structure were fully optimised to encourage more online donations, as well as increased supporter involvement through campaigning activity. Traditionally, the charity had relatively limited insight into the performance of its website and the effectiveness of its online fundraising appeals and campaigning activity.
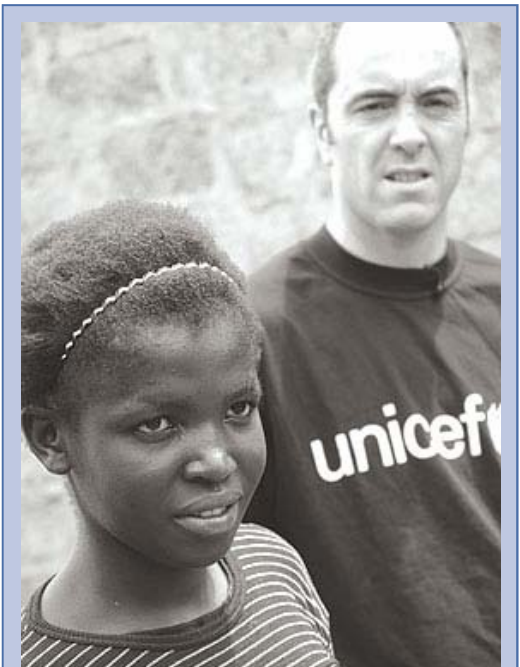
The need for information

Gaining insight into how people were currently interacting with its website was essential before UNICEF UK would know how to improve it.

"We knew that in order to generate more awareness and donations for UNICEF UK, we needed to have a clearer understanding of how our supporters were navigating through, and responding to, the online material on offer," said Jonathan Lind, Webmaster at UNICEF UK.

Web analytics provided an ideal solution to this problem – it would allow UNICEF UK to collect information on how their website was being used and find out details, such as:

- How long visitors spent on the site.
- Which pages they were visiting most frequently.
- How many visits to www.unicef.org.uk resulted in donations or actions taken.
- Which online activity and visited pages resulted in donations.

BUSINESS SOLUTION:

Unica Affinium NetInsight, delivered by SCL Analytics

UNICEF UK teamed up with web analytics consultants and resellers, SCL Analytics, to implement Unica's Affinium NetInsight web analytics software to track, measure and analyse web traffic, online activity, donations, campaign actions taken, and visitor preferences.

James Nesbitt meets children affected by HIV/AIDS in Zambia

"We looked at a number of options in the area of analytical trend reporting," said Lind. *"SCL Analytics' expertise combined with the functionality of Unica Affinium NetInsight provided us with what we were looking for. The system is user-friendly and provides*

Jubilee House
Jubilee Walk
Three Bridges
Crawley
West Sussex
RH10 1LQ

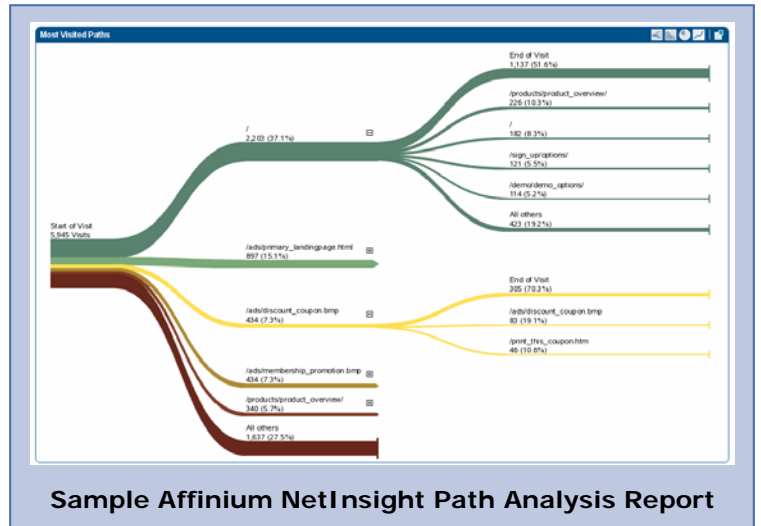**Tel:** +44 (0)1293 403636
Fax: +44 (0)1293 403641

Email: info@scl.com
Web: www.sclanalytics.com

automatic reporting as well as the ability to track, measure and follow up ongoing web-based campaigns."

THE RESULTS:

The ongoing analysis of www.unicef.org.uk has helped the charity improve its online fundraising substantially since web analytics was adopted. It has also helped the charity attract more visitors to its site, with traffic increasing by more than 19 percent from January 2006 to January 2007.

In addition, web analytics has helped UNICEF UK to identify the most popular pages on the website and to continually adjust these to encourage further traffic. It provides statistics on how people arrive at their website, which helps UNICEF UK to adjust campaigns to attract traffic from key external sources.

> *"As we have limited resources for extensive IT projects, web analytics has provided us with an easy-to-use, cost-effective approach to better understand and reach out to our donor community."*
>
> Jonathan Lind, UNICEF UK, Webmaster

Popular pages include:

- **Video/photo diaries for campaigns:** figures showed that image galleries were particularly popular with site visitors, so UNICEF UK revamped these pages and has seen a 40 percent increase in visits to this area in 15 months (such as the gallery of Martin Bell in Afghanistan: www.unicef.org.uk/photogalleries).

Sample Affinium NetInsight Path Analysis Report

- **Celebrity pages:** since broadening the scope of its celebrity ambassador pages, for example the one detailing James Nesbitt's involvement with UNICEF UK (www.unicef.org.uk/celebrity), the charity has seen an increase in website traffic to this section by 23 percent within one year.

The data generated by web analytics has given UNICEF UK invaluable insight into its donor community. By analysing web traffic, user behaviour and length of visits on its website, UNICEF UK has been able to modify its website, to simplify its online donation and "take action" processes, and to provide a more user-friendly experience.

"Our website needs to engage our loyal existing supporters and convince new ones that their money is making a real difference to children's lives around the world," said Lind, www.unicef.org.uk Webmaster. *"As we have limited resources for extensive IT projects, web analytics has provided us with an easy-to-use, cost-effective approach to better understand and reach out to our donor community."*

MORE INFORMATION:

SCL Analytics provides web analytics consultancy and training and are a value added reseller for Unica Net-Tracker and Affinium NetInsight throughout the UK, Europe and Scandinavia. For more information about SCL Analytics' web analytics solutions, visit us at www.sclanalytics.com.

For more information about UNICEF, please visit www.unicef.org.uk

For more information about Unica, please visit www.unica.com

Paid Keywords	Keywords	Visits ▼	Visitors	Conversions	Conversion Rate
1. ▼ plasma tv		333 (5.6%)	310 (6.9%)	51 (4.5%)	15.3%
	plasma tv	200 (3.4%)	184 (4.1%)	27 (2.4%)	13.5%
	plasma tvs	44 (0.7%)	44 (1.0%)	7 (0.6%)	15.9%
	about plasma tvs	26 (0.4%)	25 (0.6%)	4 (0.4%)	15.4%
	some undesired variation of plasma tvs	23 (0.4%)	23 (0.5%)	2 (0.2%)	8.7%
	history of plasma tvs	10 (0.2%)	10 (0.2%)	4 (0.4%)	40.0%
2. ▶ flat tvs		146 (2.5%)	135 (3.0%)	36 (3.2%)	24.7%
3. ▶ lcd tv		90 (1.5%)	84 (1.9%)	18 (1.6%)	20.0%

Sample Affinium NetInsight Paid Keywords Vs. Conversion Rate Stacked Bar Chart