



PENFIELD
DIGITAL



WWF User Story

A story on how Penfield Digital helped World Wildlife Fund engage more subscribers and generate more donations



A humpback whale is captured in the middle of breaching the ocean's surface. The whale's head, featuring its characteristic white patch and baleen, is tilted upwards. Its large, wrinkled pectoral fin is extended to the left. The whale's body, showing the characteristic ribbed pattern, is arched above the water. The ocean is a deep blue with some white foam from the breach. The sky is a pale, overcast grey.

**Getting the right message
across: Penfield Digital
improves WWF's digital
communication**



Many wild animals and important ecosystems are in dire straits, facing local and global threats like deforestation, climate change, pollution, poaching and habitat fragmentation. This makes effective nature conservation one of the greatest challenges that modern humanity and the planet face. The World Wildlife Fund (WWF) actively focuses on this task by spreading awareness and raising money to protect important habitats and fund conservation projects. Read how Penfield Digital helped the WWF reach more engaged subscribers and generate more donations.

The Challenge?

In December 2019, WWF approached Penfield Digital. The organisation realised that it needed help with its email marketing campaigns and the platform specialisation of its marketing cloud. WWF was looking to connect with donors and subscribers on a deeper, more personal level. The aim of this strategy? Creating a more loyal and engaged following, and increasing the average donation amount and the frequency of those donations.

By mid-2020, we had created multiple welcome journeys for different categories of customers. We had also developed several email designs and a marketing cloud strategy, including a digital maturity roadmap. This would not only increase the effectiveness of campaigns but also improve WWF's email marketing. We also made sure the process was fully automated, reducing the likelihood of human errors!

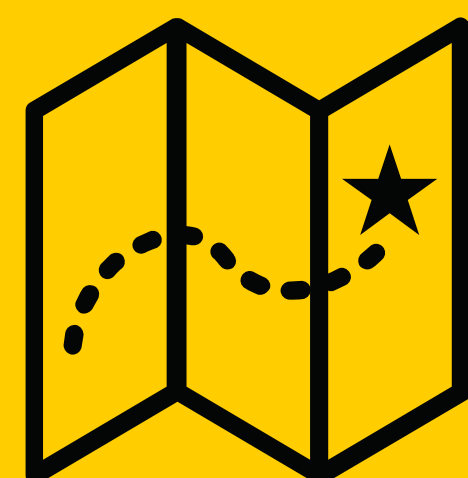


Our Approach



Together with head of digital Paul Zevenboom and WWF email marketing specialist Lonieke Schepers, and their digital team, we set up strategic sessions to discover possible gaps between WWF's marketing goals and the setup of its Salesforce tech stack. We identified two issues that could serve as an excellent starting point for further optimization:

- Sentiment analysis was a problem for WWF. Therefore, it was unclear how donors and subscribers valued the communication that the World Wildlife Fund sent out to them.
- There was a lack of data regarding the areas of interest of the various subscribers. WWF needed this data to personalise emails, information campaigns and content.



Sentiment Analysis



We used sentiment analysis to track emails using customer feedback. WWF uses sentiment feedback in all its emails and includes a dashboard with the sentiment scores in all emails. Sentiment analysis allows WWF to track the amount of positive and negative feedback they receive through emails in a -10 to +10 range. Based on the score, WWF can use the feedback to properly adjust its communication.

The biggest advantage of this approach? Better, more targeted email marketing and increased relevance for donors and subscribers. Also good to know: WWF's customer contact department is now able to follow up on negative comments, thus ensuring higher quality customer care and a personalised approach towards donors and the increasing community of people who value nature conservation.

Interest Tracking



Penfield Digital also created interest tags. These tags enable WWF to understand which topics (such as deforestation or projects focusing on specific species of animals or regions) each donor was interested in. Highly personalised emails and an increase in customer centricity are the satisfying result.

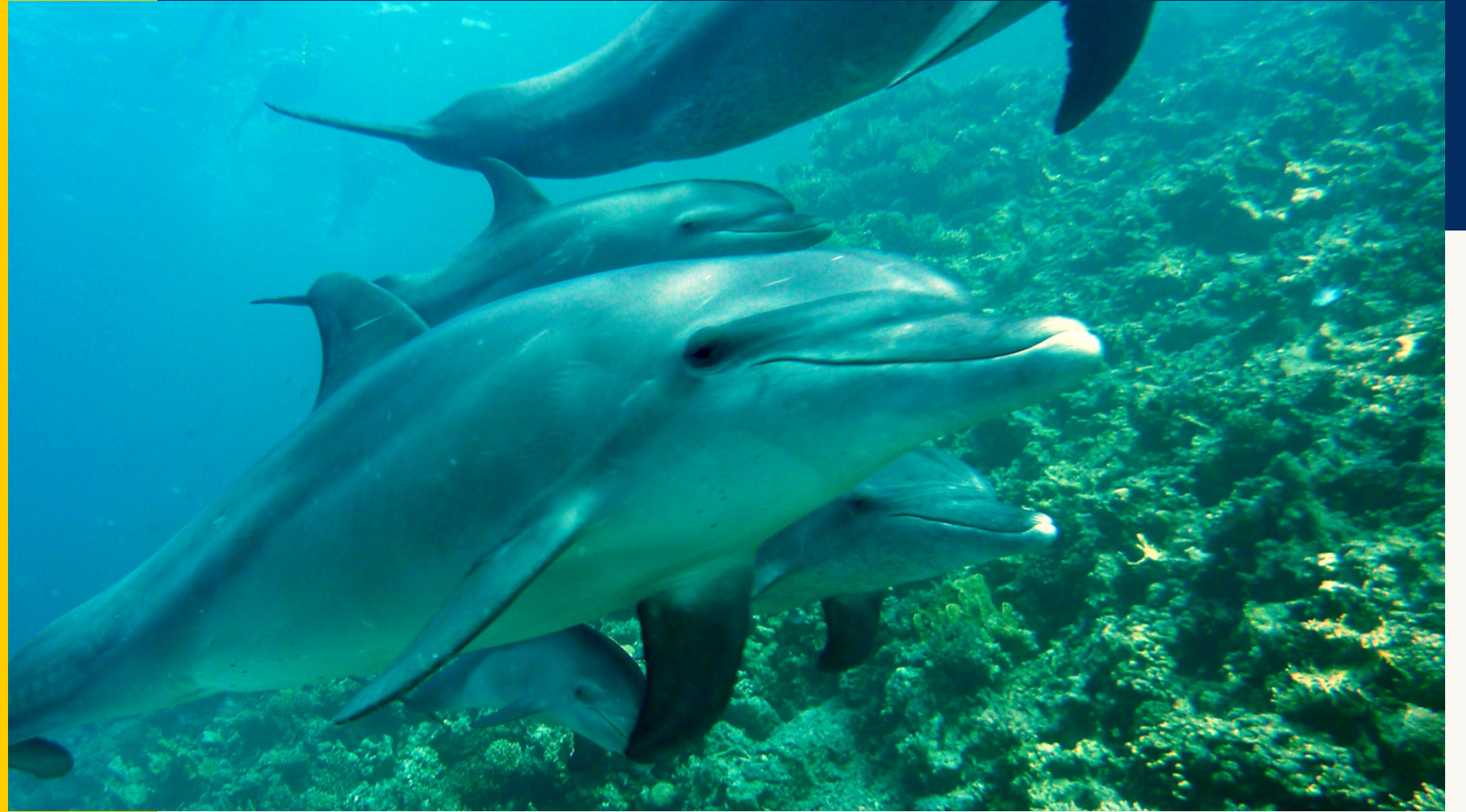
We achieved this by adding tags to each content item in WWF emails (images, links, and more) and enriching the customer profiles. According to Lonieke Schepers, WWF is now also able to check which content formats are especially popular amongst the donor and nature conservation community. The organisation uses this information to make more personalised emails and create enticing subjects in conversion emails. Overall, WWF sees a higher engagement level as well as an actual increase in conversions!

"Thanks to the usage of tags we are able to see the interest of our subscribers. Which we then can use in future emails or subject lines to personalize or to ask for a -donation for ocean protection."

-Lonieke Schepers-



Welcome Journeys



Solution number three? More personalised welcome journeys for different customer groups. According to a WWF representative, this step was taken to 'make the welcome journey suitable for all our new subscribers, not only for our financial subscribers'.

To increase personalisation, we created a mini survey for the first welcoming mail to find out what each subscriber found important. The options provided were:

- Getting involved in local nature conservation;
- influencing governments to create new, nature-focused laws;
- influencing the behaviour of other people.

WWF used the outcome of the survey to show more personalised content in the upcoming emails in the warm welcome journey. The open rate of the warm welcome campaigns went up to 59.5% and the click-through rate increased to 21.8%!

Overview results



- The solution Penfield Digital created for WWF yielded a lot of benefits.
- Better-quality data on areas of interest and NPS, accompanied by better email newsletters.
- Fewer users unsubscribe to the newsletter due to highly personalised content.
- Reduced internal workloads due to marketing automation.
- Higher conversion rates as a result of more relevant email newsletters. This allows WWF to unite more people to take up the most important challenge of our time: protecting the planet and all the beings that depend on it.
- The open rate of WWF's warm welcome campaigns went up to 59.5%. The click-through rate increased to 21.8%!
- Soft data about the user was saved, paving the way for content personalisation, relevance and increasing customer centricity.

About us

Penfield Digital is a PDO & Salesforce Summit Partner on the Salesforce Platform.

We believe there are better ways for brands to connect with people. And we are on a mission to support and educate brands to create better connections, across customers, channels, and partners.

We are headquartered in Amsterdam and have also an office in Barcelona but we serve our clients across the globe.

Together, we will help unleash your full potential in Salesforce.



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Contact



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