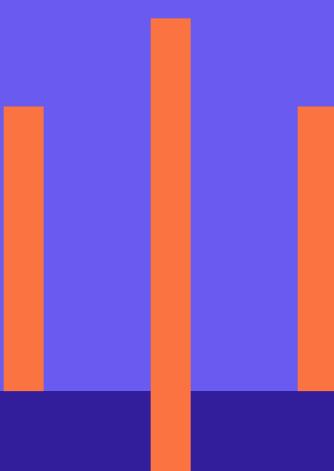




More than giving

How SMS helped
Cancer Research UK
raise more money



Why customer experience matters to charities

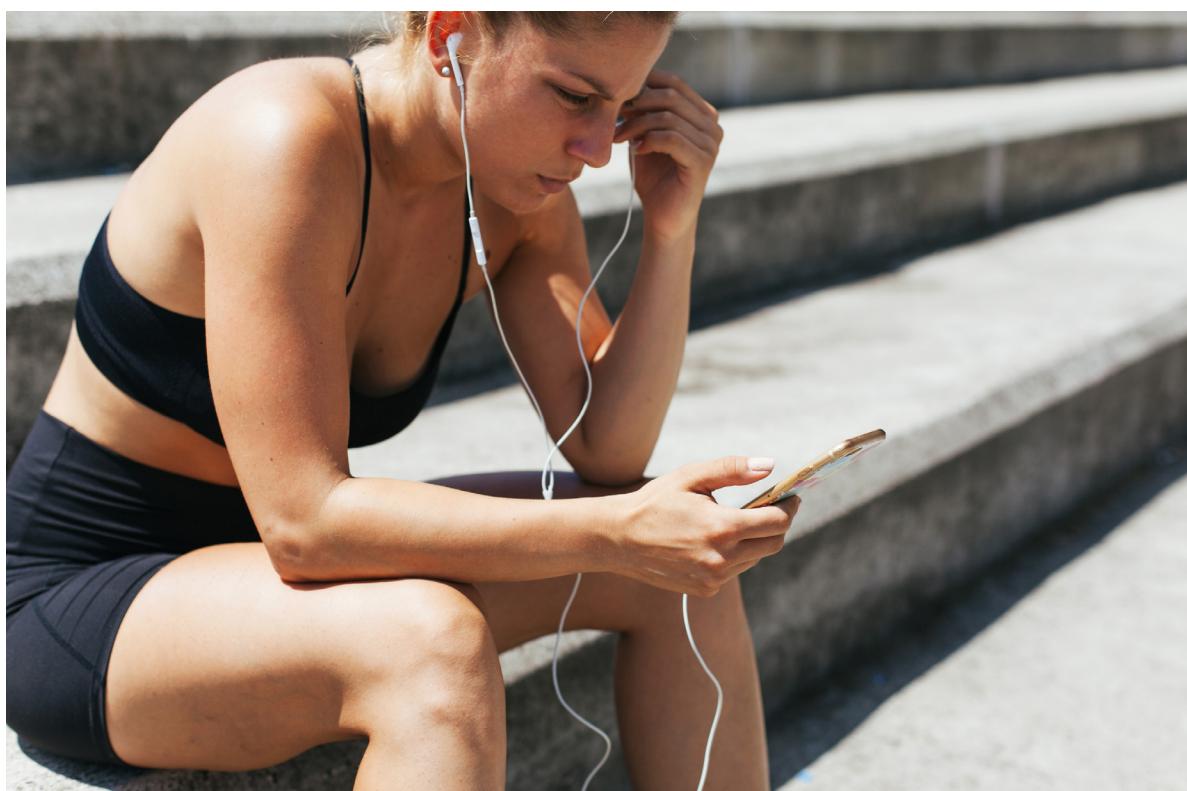
Just imagine. This year is *the* year. The year you're finally going to run a marathon. You're going to get fit, raise money and fund life-saving research.

Except you didn't get a place in the ballot. And you're gutted. Until, that is, you get a targeted, personalized text from Cancer Research UK. They know you missed out and want to offer you one of their charity places instead.

When you rely almost exclusively on public support, the emotional journey of the donor is paramount. That's why Cancer Research UK are working with us to deliver Empathetic Interactions™ to their donor base.

By using SMS, they've managed to multiply the number of people running their races and volunteering at their events. They're seeing conversion rates of more than 30%, for a low cost per sign-up.

And they've raised a *lot* of money.





The Empathetic InteractionTM

The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight the people that matter most to your organization.

It's about using your insights to give them information, experiences and alerts when they'll value them most. By using what you know about an individual and the situation they're in, you can anticipate what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel mobile messaging platform, indigo, makes creating those Empathetic Interactions effortless. Templatized campaigns encoded with best-practice insights, a drag-and-drop interaction builder, and a direct connection to the world's most reliable global messaging network help you deliver the right conversations, on the right channels, at the right time.

Every time.

[Find out more](#)

When things stop working, try something new

Cancer Research UK are the world's largest independent cancer research charity. They raise millions of pounds every year thanks to a packed events calendar including the London Shine Night Walk and Race for Life.

Events don't happen without people though, whether it's the people participating, paying for a charity place in a big race or volunteering to make the event happen. In the past, email was their go-to recruitment tool – it's free, and they had very positive open rates and sign-ups. But open rates have been dropping year on year as everybody's inbox gets more and more cluttered.

They needed a simple, cheap and effective way to reach potential donors. One they could manage without specialist IT support or mobile messaging expertise. That's where we came in.



"We decided to try OpenMarket's mobile messaging platform to achieve the immediate response that we just weren't getting with email anymore. The return on investment has been huge. And now that we've integrated SMS into our marketing platform, we're finding more and more uses for SMS across our organization."

Lisa Elkins-Jarrett

Lead Product Manager
Cancer Research UK

Delivering ROI for the price of a text

Cancer Research UK were hesitant to use SMS because, as a charity, they were wary of cost. In practice, SMS has turned out to be an ideal way of reaching potential donors, with 90% of mobile messages being read almost instantly. And the return on investment – both monetary and otherwise – has quickly ended any concerns about the cost.

More people fundraising

By texting the people who'd previously expressed an interest in running a race on behalf of the charity, Cancer Research UK were able to beat out other charities and quadruple their conversion rate.

For the Great North Run, they achieved a conversion rate of 33.5% to fill spots, with a cost-per-acquisition (CPA) of just 13p per person. Compare that to a 9% conversion rate for the London Marathon at nearly a hundred times the CPA. The difference? A simple text to the right people, at the right time.

No races left un-run

Every year, a number of charity race places go unsold and that revenue gets lost. In the 2016 London Marathon, Cancer Research UK still had 247 charity places available. A text was all it took to confirm an additional 46 runners for the charity. Now mobile messaging is a core part of their messaging strategy.



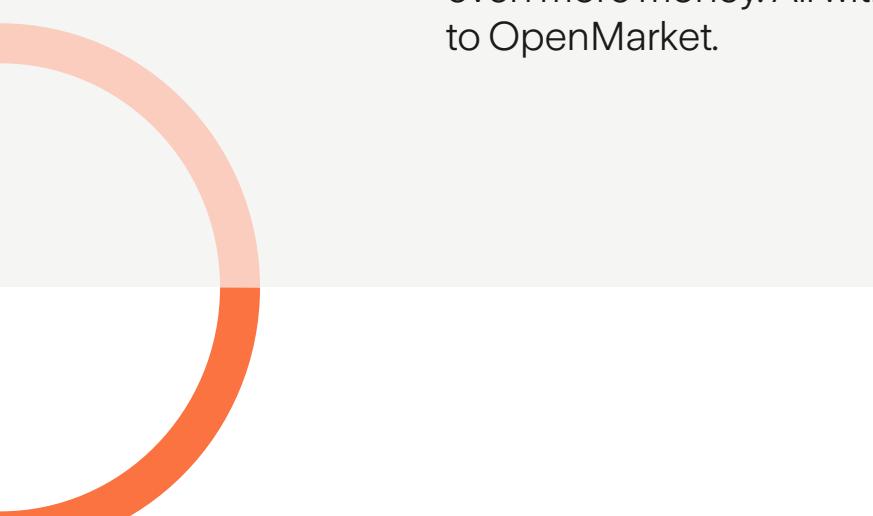
An exceptional conversion rate

Given the success of SMS, Cancer Research UK have started venturing into multi-channel waters. For their Race for Life Pink Ticket Day event, the charity emailed Race for Life participants, then followed up with a text, customized according to whether people had opened the email or not.

24,000 people signed up for the event – a 15% conversion rate which completely exceeded all expectations. Except ours, that is. Our Empathy in the Age of AI research – where we surveyed more than 4000 consumers and 600 CX leaders – showed how much these seamless multi-channel experiences matter.

We found that for consumers, an integrated experience across channels is a top-five CX priority, but brands struggle to deliver. 80% of CX leaders say they don't have the foundation for automated, multi-channel customer comms, for instance, and 83% say they struggle to integrate existing systems and processes.

By using the right platform, Cancer Research UK discovered how simple – and powerful – delivering these multi-channel experiences can be.



Beyond text-to-donate campaigns

They can target people who've missed out on ballot places, making sure they're still able to run the race by raising funds for cancer research.

By checking in with volunteers ahead of an event, they can make them feel appreciated, reduce dropout rates and ensure more events go ahead.

They can wish runners luck on race day and congratulations the day after – then follow up with a reminder to deliver their donations while participants are basking in that post-race- endorphin glow.

Conversion rates have gone up, cost-per-recruit has dropped dramatically, and the charity is raising even more money. All with a couple of clicks, thanks to OpenMarket.

Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



[Download the eBook](#)

We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.