Podcast Donation Experiments
3-4pm EST, February 26, 2019
A Big Welcome!

From

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the WBUR BizLab team
WBUR BizLab

- What is BizLab?
  - A lab at WBUR testing new revenue ideas for public media
  - [http://publicradiobizlab.org/](http://publicradiobizlab.org/)

- CPB & Knight are funding a 2019 6-station collaboration
- Many stations have already done really interesting (and lucrative) revenue experiments!
Monthly BizLab Webinar Series

- **Different topic every month**
  - Always about revenue generation & experimenting
  - Detailed case studies, sharing exactly what works
- **4th Tuesday of every month**
  - Slides will be shared afterward through our mailing list
- **Next webinar: March 26, 3-4pm EST**
  - “Kickstarter Campaigns” (KPCC, WDET, & WAMU)
- **Follow us on Twitter! @WBURBizLab**
Thank you for attending!
Webinar Logistics

- Zoom meeting, everyone is muted by default on entry
- Please ask questions in the chat window
- Lindsy will facilitate asking questions to presenters
Today’s Topic: Podcast Donations

1. WBUR’s Circle Round & Endless Thread
   Ted Fuller, Business Technology
   & Analytics Lead, WBUR BizLab

2. NHPR’s Bear Brook
   Rebecca Lavoie, Digital Producer, NHPR
Two WBUR Podcast Experiments
Podcast Donations - Challenges

1. "On Demand" means there is no captive audience for your pledge drive, something radio pledge drives rely on.
Podcast Donations - Challenges

2. WBUR has never asked for donations in our podcasts before.
   ○ How should we communicate this request in the pre or mid rolls?
   ○ What premiums are attractive to these audiences?

3. Podcast-listening is a mobile experience - but our donation form is not ideal for mobile users:
   ○ When we improve that experience, will more of them donate?
Experiment 1:

**Premium Coloring Book**
**Requested Donation**
$5 per month or $60

**Payment Method(s) used**
Web (Allegiance)

Thoughtfully-selected folktales from around the world are adapted for today's families and feature top talent from the stage and screen.

WBUR : Podcast Donations
Experiment 2:

Hosts Ben Brock Johnson and Amory Sivertson dig into Reddit’s vast and curious ecosystem of online communities to find all kinds of jaw-dropping narratives.

*Premium*

Personalized 6-second song

*Requested donation*

$10

*Payment Methods used*

Mobile (MGF), Web (Allegiance)
# Results

<table>
<thead>
<tr>
<th></th>
<th>WBUR</th>
<th>Reddit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of downloads during fundraiser</td>
<td>262,260</td>
<td>433,447</td>
</tr>
<tr>
<td>Number of attempted contributors</td>
<td>452</td>
<td>471</td>
</tr>
<tr>
<td>Number of successful contributors</td>
<td>52</td>
<td>233</td>
</tr>
<tr>
<td>Dollars raised</td>
<td>$3,405</td>
<td>$2,675</td>
</tr>
<tr>
<td>Conversion Rate (downloads to attempted gifts)</td>
<td>0.17%</td>
<td>0.11%</td>
</tr>
<tr>
<td>Conversion Rate (attempted to successful gifts)</td>
<td>11.50%</td>
<td>49.47%</td>
</tr>
<tr>
<td>Conversion Rate (downloads to successful gifts)</td>
<td>0.02%</td>
<td>0.05%</td>
</tr>
</tbody>
</table>
Lessons Learned

1) Text-to-donate failed 55% of the time - we need a better solution for mobile donations.
   a) 13% from technical failure.
   b) 42% from lack of follow-up from user
2) Ask for at least $20.
3) Urgency in the messaging works.
Vendors Used

- Mobile Giving Foundation
- Allegiance Fundraising
- Google Forms
- Give Lively
Next Experiment

**Premium**
Summer Camp Sweepstakes Entry

**Requested Donation**
$20

**Payment Methods used**
Mobile & Web (Give Lively)