

Concord Direct Identifies Influencers & Advocates with Identity Resolution

Agency Increases ROI for Nonprofit Marketing Activities

Concord Direct, a direct response agency, works with nonprofits using marketing techniques to achieve engagement and fundraising. With limited marketing department budget, nonprofits look to maximize their spend and still receive a good ROI.

The Sierra Club reached out to Concord Direct to develop a strategy for creating early adopters on their newly developed AddUp.org site, which helps people find different causes based on location and interest, prior to its official launch. The idea was that once the site was made available to the public, the early adopters, uploaded petitions, and engagement would encourage others to take action and donate.

The first step in developing an influencer audience involved digital identity—knowing contacts on a personal level to evaluate and engage the best ones for outreach. To gain this deep contact knowledge, Concord Direct turned to identity resolution.

“The identity problem has historically been the uncrackable nut required to engage people across the social Web. In this super fractured world of online engagement, trying to identify a single consumer is tough. For years, we have relied on FullContact to solve this problem for us,” said Peter Genuardi, Executive Director of Digital Services at Concord Direct.

Achieving Maximum ROI with Social Data

To identify the right influencers within the Sierra Club's database, Concord Direct needed a full view of the contacts within that database. First, they looked at a list of actual advocates and donors and the actions they took to support policy issues. Then, they enriched that segment of contacts using person data from FullContact. With this additional layer of social data, they created a group of advocates and invited them to participate.



Identity Linking

Using a contact database from the Sierra Club, Concord Direct connected email addresses to social handles to find the social network information of early adopters.



Influencer Campaign

Once advocates were identified, Concord Direct created a campaign for early adopters to sign a petition on the new website. Using social data enrichment, the early adopters were also prompted to invite others to participate on Twitter.



Segmentation

Instead of using an email blast to all the Sierra Club's contacts, Concord Direct used social data and response characteristics to segment a list of people who were most likely to take action.

Higher Response Rate With Authentic Interactions

As a result, the Sierra Club was able to onboard nearly **20,000** people to the new website in just three weeks before the official launch. By combining social data with insights into the biggest advocates and those most likely to respond, Concord Direct was able to replicate a strong, human to human relationship through social advocate outreach. The response rate when asked by a total stranger on Twitter was **6%, which was just as high as when Sierra Club asked by email**. As [email response rates to these types of advocacy appeals continue to fall](#), Concord Direct found a way forward.

"What we saw was that the ask directly from the Sierra Club got just as good results as an ask from a 'stranger' on Twitter," said Genuardi. "I was surprised to see that people were willing to take action from a complete stranger versus when they were asked by a brand."

Using FullContact's person data gave the Sierra Club the ability to segment their audience, identify influencers, and personalize messaging that fostered action. Concord Direct plans to continue providing their clients with identity resolution to help with cost effectiveness of campaigns and maximum ROI.



FullContact

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