

# CANCER RESEARCH UK

## MDATA PROVIDES VITAL INSIGHTS TO INCREASE SUCCESS OF FUNDRAISING CAMPAIGNS



### The challenge for Cancer Research UK

The largest fundraising medical research charity in the world, Cancer Research UK, is constantly looking for ways to make its fundraising campaigns work harder and increase the donations that drive critical advances in the fight to beat cancer and keep more people alive.

In its own way, the growing use of smartphones has fundamentally changed how people interact with charities – not least in opening up new opportunities to donate. The power and immediacy of mobile connectivity means that people can now engage directly with individual causes and campaigns, and respond to appeals at any time, wherever they are and whatever they're doing.

### Stand Up To Cancer (SU2C)

In late 2014, Cancer Research UK held their flagship Stand Up To Cancer campaign and there were a number of things they wished to learn:

- Whether there were any demographic differences between those that donated via text, and those that visited the mobile site/app
- Further explore the interrelationship between mobile donating and brand engagement via the mobile channel
- How this type of analytics might inform Cancer Research UK around the planning of future campaigns

### Our solution

Based on web and text usage from the Stand Up To Cancer marches, we were able to provide Cancer Research UK with a broad range of aggregated and anonymised insights. Through careful analysis, our mData scientists revealed insights into how different demographic groups interact with the Cancer Research UK brand and SU2C campaign, and shed new light on how people are using mobile phones to donate to and interact with charities generally. Examples of insights gained include:

- Those who donated via text were then 29x more likely to visit the Cancer Research UK mobile website
- People over the age of 45 were more likely to donate via SMS than via the mobile website
- Men were more likely to donate via text than women
- 6% of all web visitors during the campaign also donated via text
- The current generation of 25-35 year olds are more likely to engage with their phone
- People in the North West, North East, Scotland and South West were more likely to donate via SMS than visit the mobile website

### The future

Thanks to these mData insights from EE, Cancer Research UK can now see exactly which audience segments to address in each region. They also know the most effective way to interact with each segment and the areas where people are not donating. Our mData insights will be invaluable in helping Cancer Research UK to adapt and refine future campaigns.

Crucially, Cancer Research UK now has a far clearer understanding of the relationship between donations via SMS and visits to their mobile site. EE's mData showed that text helps significantly to drive autonomous engagement with Cancer Research UK online; an insight that in future will be critical to driving wider brand awareness and increasing donations.

### Get in touch

For more information on mData from EE visit:

<http://ee.co.uk/business>

To learn more about Cancer Research UK and the SU2C initiative, go to:

<http://www.cancerresearchuk.org>

<http://www.standuptocancer.org.uk>

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