Podcast Donation Experiments
3-4pm EST, February 26, 2019

A Big Welcome!

From

Joan DiMicco, Lindsy Goldberg, Ted Fuller, and Sarah Bloomer

the WBUR BizLab team

WBUR BizLab

- What is BizLab?
  - A lab at WBUR testing new revenue ideas for public media
  - 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**
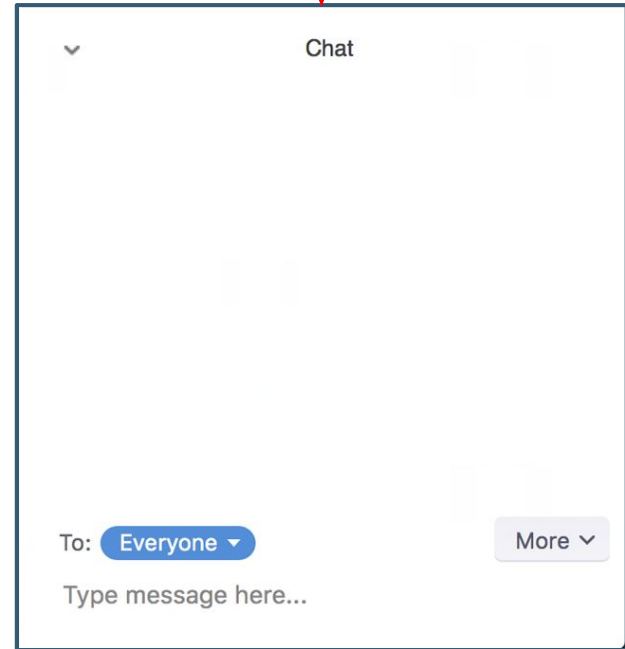
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BizLab

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

Zoom's chat window

Chat

To: Everyone ▾   More ⌄

Type message here…

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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

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BOSTON'S NPR NEWS STATION

Podcast Donations - Challenges

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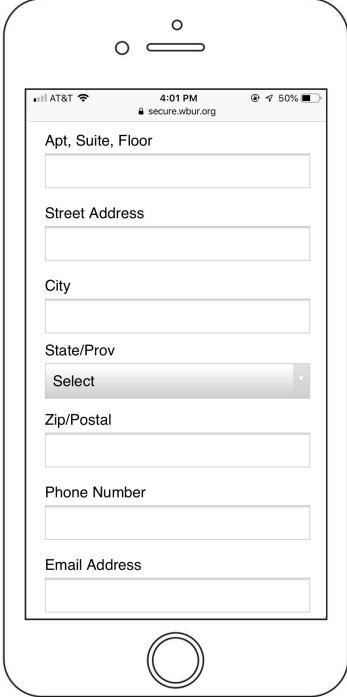
Podcast Donations - Challenges

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?

WBUR : Podcast Donations

Experiment 1:

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Circle Round

Premium
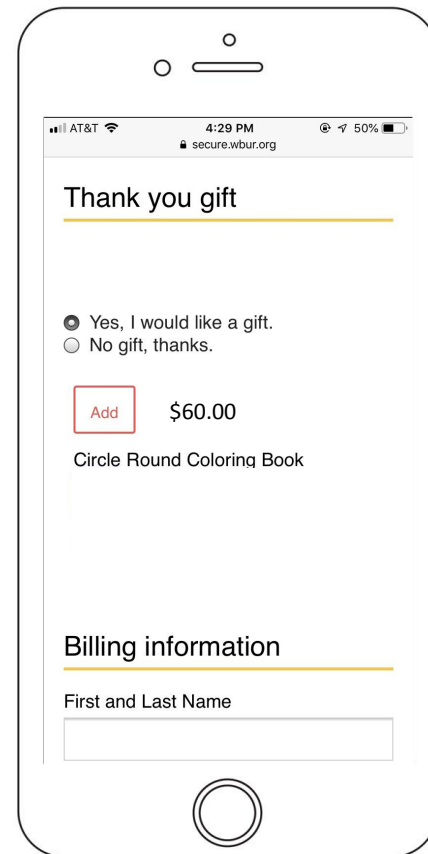Coloring Book
Requested Donation
$5 per month or $60
Payment Method(s) used
Web (Allegiance)

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

Thank you gift

○ Yes, I would like a gift.
○ No gift, thanks.

Add $60.00

Circle Round Coloring Book

Billing information

First and Last Name

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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.
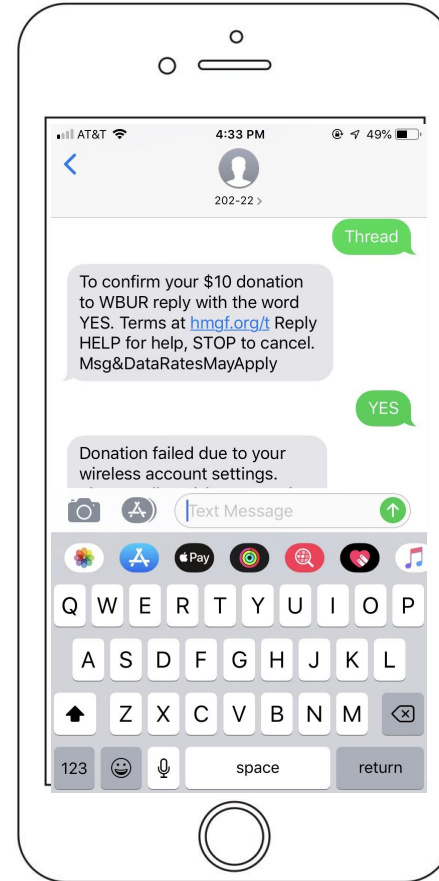
Premium
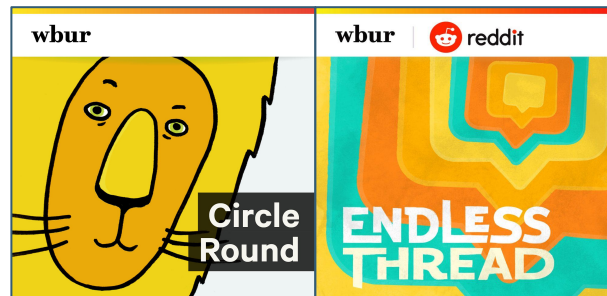Personalized 6-second song
Requested donation
$10
Payment Methods used
Mobile (MGF), Web (Allegiance)

WBUR : Podcast Donations

To confirm your $10 donation to WBUR reply with the word YES. Terms at hmgf.org/t Reply HELP for help, STOP to cancel. Msg&DataRatesMayApply

YES

Donation failed due to your wireless account settings.

Results

	Circle Round	Endless Thread
Number of downloads during fundraiser	262,260	433,447
Number of attempted contributors	452	471
Number of successful contributors	52	233
Dollars raised	$3,405	$2,675
Conversion Rate (downloads to attempted gifts)	0.17%	0.11%
Conversion Rate (attempted to successful gifts)	11.50%	49.47%
Conversion Rate (downloads to successful gifts)	**0.02%**	**0.05%**

WBUR : Podcast Donations

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.

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Vendors Used

Next Experiment

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Circle Round

Premium
Summer Camp Sweepstakes Entry
Requested Donation
$20
Payment Methods used
Mobile & Web (Give Lively)

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[NHPR's Bear Brook - Rebecca Lavoie](#)