

GiveIndia Case Study (Octane 2016)



What is GiveIndia, and what are its day-to-day activities?

GiveIndia is one of the largest non-profit organizations in India. Chiefly an online donation platform, GiveIndia helps to raise funds and contributions from Indian citizens (as well as citizens of other countries) in order to disperse them to credible Indian NGOs. As of 2011, GiveIndia has certified more than 270 charitable organizations for funding, and has helped donate to charities that deal with social topics like education, employment, the elderly, human rights, and the environment. GiveIndia also offers

excellent interaction with donors, giving its donors feedback reports which let them know exactly where their donation was given.

Describe GiveIndia's relationship with Octane. How has Octane helped GiveIndia's various endeavors?

GiveIndia's tenure with Octane has resulted in multiple beneficial developments for the organization. The biggest challenge facing GiveIndia prior to its tenure with Octane was how to properly segment its target audience through email campaigns, as well as how to properly analyze its returns based on factors like region and customer interaction. For example, for International Women's Day on 5 March 2015, Octane ran an email marketing campaign that digitally segmented the target audience based on their last name and state, which was stored in their GiveIndia profile—thus streamlining the donation process and facilitating more concise and frequent donations. Through Octane's campaign, emails from GiveIndia for the event had an average delivery rate of 96.16%, a 9.68% rate of unique opens, and a larger amount of clicks versus “unsubscribers”—with zero percent of the aforementioned emails marked as spam. New insights were also gleaned from Octane's digital segmentation, such as the fact that donors from the West and South were the most generous in terms of region. In addition, 22 unique donors were added for GiveIndia during the International Women's Day campaign.

How long has GiveIndia worked with Octane, and what are some of the most notable achievements during that time?

GiveIndia has been using the services of Octane.in for the past three years, with excellent results. Octane's email marketing experts have ran numerous campaigns via email, in addition to sending out newsletters to donors, payroll-giving companies, and NGOs that GiveIndia has worked with. In addition, as part of their contribution to the social sector, Octane has provided 12 lakh email credits per month which can be utilized towards these activities, in addition to technical support that may be required through execution of the same.

Specifically, how have Octane's services aided GiveIndia's activities?

Octane, through their expertise, has helped GiveIndia mitigate multiple technical challenges. These have led to new developments and innovations for GiveIndia's digital infrastructure and operations. Chief among them were:

- a. Better email deliverability.

b. Competing products were cost prohibitive to execute email campaigns towards such a large donor base.

c. Ability to sign off emails with DKIM and SPF signatures.

d. Ability to diversify email content and send thereby send personalized emails.

e. Ability to schedule emails.

f. Ability to track email openings, links clicked, hard bounces/soft bounces, as well as the device type and browser used.

g. Ability to save data lists.

Describe the future outlook for GiveIndia's work with Octane. What are some activities and/or strategies that are planned for the future?

So far, GiveIndia's experience with Octane—as well as the effects of the aforementioned marketing strategies, have been exemplary. GiveIndia's work with

Octane is a testament to their commitment to the social sector. Projections for the future are optimistic. Among them, GiveIndia plans to work closely with Octane to better strategize campaigns, as well as improve email deliverability with the way emails renders across different device types/browsers (i.e. responsiveness). There will also be a larger emphasis put on campaign analytics with future email campaigns. All in all, the future is looking bright for GiveIndia, and aiding in their altruistic endeavors is both a pleasure and a privilege on the part of Octane.