

Case Study

Landing Pages versus Direct-to-Donate Page

Marketing Challenge

LDMI wanted to test which approach led to more conversions for an International Non-Profit (INP) client. In this test we measured conversions as completed donations. The two approaches were:

1. Send email recipients who clicked on an email link directly to the donation page for the INP where the only choice was to fill out a donation form.

vs.

2. Send email recipients who clicked an email link to a landing page - This page contained copy and images that mirrored the email and a donate button, which then led to the donation page.

The email was based on a successful Direct Mail fundraising letter that we edited to use as a direct ask email. The direct ask email was one of two emails sent each month for this client.

Methodology

One email always included a direct ask for donations while the other was an e-newsletter with either a soft-ask or no-ask. Like the direct mail fundraising letter, the direct ask email describes a project the INP is working on, why they are in need of help, and how the donor can help:

For our test we emailed donors for whom we had email addresses. All donors in the test received the same email: Here are some important features of the email:

1. It was personalized.
2. There were several hyperlinks with clear calls-to-action.
3. There was a clear, hyperlinked, “Donate” Button.

****This case study is based on a test for an LDMI client. Their name and images have been replaced for their privacy.*

Here in the [REDACTED], it's the job of girls and young women to bring water from distant water sources, rivers and mud holes, back to their families' homes and huts. Warring gangs threaten them with machetes and automatic rifles. Girls who leave the protection of their villages are often stripped naked, beaten and raped.

[~Sal~], children shouldn't have to suffer like this, cry and die like this. [So please, help us bring life-saving water by clicking here.](#)

In my [REDACTED], **one simple bore well in each village could save thousands of lives and spare innocent young women and girls from harm.**

You know that we live in a land of much suffering and extreme hardship. As in other places in [REDACTED], food, water and peace are in short supply. *I desperately need you to help me bring water to villages where there are no wells.*

Your special gift given to the [REDACTED] today will allow us to drill boreholes to make wells that will bless us with clean lifesaving water.

There is no other gift like clean water.

It changes lives in so many ways



Clean water means that children will be protected from deadly waterborne diseases. It means that people will no longer suffer from thirst and dehydration.



[Today is a special opportunity to give much needed help to our brothers and sisters.](#)

[Please give your most generous gift.](#)

**Donate
Now**

Once any recipient of the email (shown above) clicked on a link, we sent 50% to a landing page and the other 50% directly to a donation page. Both are shown on the next page.

The landing page group was directed to a page similar to the one below that mirrored the content of the email.

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[REDACTED]

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Please give us the most generous
can today.

- \$25
- \$35
- \$50
- \$100
- \$500
- \$1000
- \$5000
- Other

DONATE NOW

You will now be directed to our secure [REDACTED]
[REDACTED] donation page to complete your trans

The [REDACTED] is a 501(c)(3) not-fc
organization. Your gift is tax-deductible to
extent of the law.

The donation page group was directed to a donation processing page branded for the non-profit, similar to the one below.

Chose Your Donation Amount

Donation Frequency Recurring donations are the best way to give steady support

Results

In every instance those who were sent first to the landing page beat the group sent directly to the donation page. In every instance, the landing page group brought in BOTH more donations and larger average gifts.

In our test, the direct-to-landing-page group gave 223% more donations than the direct-to-donation-page group. The direct-to-landing-page group also had 202% higher average gift than the direct-to-donation-page group.

The test continued over the next couple of months and had similar results.

Conclusions

LDMI determined that our clients raise more money by sending email responders first to a landing page and then to a donation page versus direct to a donation page.

We believe that Landing Pages give donors more information to make a decision to donate, which correlates to our findings that longer letters work better than short.

Our results are somewhat contrary to the “reduce the clicks a visitor has to make to complete a donation” mantra BUT our results are convincing.