



Case Study

Ocean Conservancy drives exceptional engagement with mCommons



INDUSTRY

Environmental Nonprofit

COMPANY

Ocean Conservancy
Washington, DC

oceanconservancy.org

Ocean Conservancy is working to protect the ocean from today's greatest global challenges. They create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.



Facing challenges with their previous mobile messaging provider, Ocean Conservancy sought a more robust platform to enhance their messaging outreach. mCommons enabled them to run complex and interactive campaigns while achieving greater engagement across the board through intelligent segmentation.

Driving engagement through targeted segmentation

Enhancing messaging capabilities beyond simple requests for donations

Ocean Conservancy wanted to leverage their mobile program for more than just fundraising appeals. They aimed to run successful segmentation campaigns to better engage their audience and deliver relevant content. They also recognized the need for a more robust messaging platform that would allow them to run more complex and interactive campaigns.

mCommons' tailored solution for Ocean Conservancy

mCommons worked with Ocean Conservancy to implement a segmentation strategy centered around the popularity of trivia with their audiences. By identifying and catering to a specific audience that enjoyed fun environmental trivia questions, Ocean Conservancy achieved higher engagement and retention rates.

Because this segmented list is specific to trivia, everyone on the list knows exactly what they'll be receiving (a trivia question every Tuesday), which makes it a great entry point for new subscribers to interact with the organization on a regular basis.

"We never even imagined in our wildest dreams that we would get such a high response rate with this campaign. It's exciting having this new capacity with mobile – it's always something we wanted to do, but just needed to find the time and the right partner."

Robyn Stegman

Associate Director of Digital Advocacy

Achieving remarkable engagement metrics with mCommons



Driving engagement with Trivia Tuesday

Ocean Conservancy's Trivia Tuesday campaign garnered impressive results, with a current list size of 10.7k subscribers and an average reply rate of 55.38%. The campaign's opt-out rate remains exceptionally low, showcasing strong subscriber retention.

Evolving campaigns to improve engagement

Ocean Conservancy regularly tests calls to action in their messages, such as a link to a blog post on their website or an invitation for a direct advocacy task, allowing their audience to take immediate action. About a quarter of the trivia messages they send also include a donation ask, advancing their fundraising initiatives as well.

Data-driven strategies for future growth

Ocean Conservancy plans to build on their success by refining segmentation strategies and analyzing user behavior data to better understand their audience. Using mCommons, they will then run targeted campaigns based on users' previous interactions, including additional donation appeals for regular donors or follow-ups with engaged supporters who haven't responded to an ask.

Results for Ocean Conservancy

10.7K

added subscribers as a result of Trivia Tuesday campaign

55.38%

average reply rate with a minimal opt-out rate

99.92%

retention rate in the Trivia Tuesday campaign

mCommons helps organizations boost engagement, increase response rates, and drive supporter action through automated, personalized text messaging campaigns - purpose-built to support and grow meaningful causes.

Ready to discuss your options? mobilecommons.com

