



# SUCCESS STORY

## 1. ABOUT GIVE INDIA

GiveIndia helps to raise funds and contributions in order to disburse them to credible Indian NGOs. One of the largest online platforms in India for donation and giving, GiveIndia was facing challenges to stay in touch with their subscribers and donors. Traditionally this was done through print flyers or postcards. GiveIndia used the power of Email Marketing to:

- a) convert subscribers to donors and
- b) convert one time donors to become regular donors.

96%  
Average delivery  
rate of 96%



10%  
10% unique open  
rates



## CHALLENGE:

The biggest challenge facing GiveIndia 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. Using best practices from Octane's team, Give India team figured out how to more effectively segment the target audience so as to facilitate a larger and more frequent donor pool.

0%  
Zero percent of the  
aforementioned  
Emails marked as spam



40%  
Over 40% of ongoing  
donor contributions  
month on month are  
attributed to Email  
Marketing and this is showing  
increase quarter on quarter





## 2. SOLUTION BY OCTANE

Octane.in, through their domain expertise, helped GiveIndia mitigate multiple technical challenges in their ongoing campaigns. These helped the segmentation process and allowed for more in-depth analysis, and streamlining, of the donor pool. This also led to new developments and innovations within 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

"Our experience with Octane has been fantastic to say the least. Even though GiveIndia works with Octane on a pro-bono basis the level of support and help provided is exemplary and a testament to their commitment to the social sector. The entire team is very hands on and very prompt in their response to queries/problems. The robust technology platform ensures greater email deliverability and ability to quickly adapt to the changing market conditions."

**Aditya Barve**  
**Head of Technology**



## ABOUT OCTANE

Octane is a marketing technology company that provides an indigenous, state-of-the-art email, SMS & web-marketing platform. It is India's first Do-It-Yourself (DIY) e-mail marketing solution for sending low-cost email campaigns. What we do, is help our clients engage better with their customers. We believe that with the right tools, any marketing campaign or project can get the desired results and be a success. We don't however, believe in customer alienation and therefore are strong believers of best practices like opt-in lists. Our services and technologies help companies interactively communicate with their audiences online, without ever needing to spam them.

To know more about us, visit our website at [www.octane.in](http://www.octane.in)