

Introduction:

GiveIndia is associated with Octane's Community Connect Program, where we try to help NGOs to reach out to more people and engage with their audiences in a more effective manner.

GiveIndia:

GiveIndia is a donation platform that allows you to support a cause of your choice from about 200 NGOs. GiveIndia is one of the few organizations that give the donators a feedback on where their donated money goes. They try and send 90% of the money donated to the NGOs they support, way ahead of the average of 60% of other such organizations.

GiveIndia and Octane:

GiveIndia is an online donation platform therefore Email Marketing plays an important role in engaging their donors. The limitless reach of email marketing platform allows GiveIndia to drive donations not only in India but across the globe. It has also helped them maintain a more active relationship with their donors in a cost-effective manner.

GiveIndia wanted a platform that was versatile and catered to their segmentation and targeting needs in an effective manner. With Octane they got great deliverability rates, increased engagement and better conversion rates.

How Octane helped them?

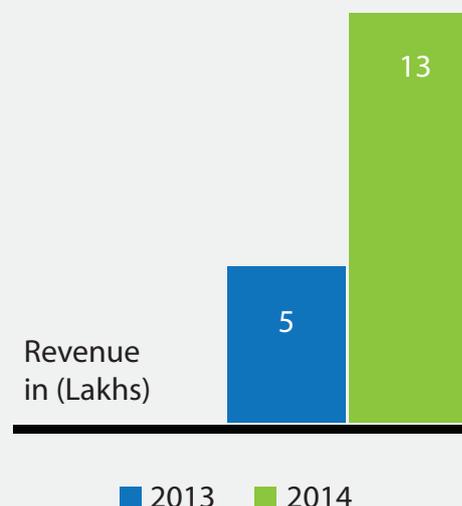
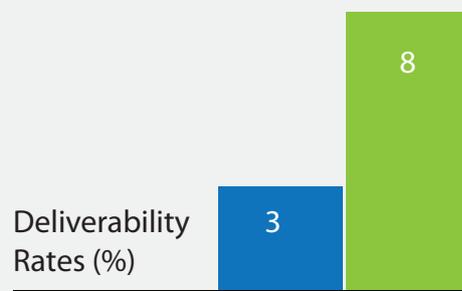
- 1 Their average open rates have doubled. From an average of 3 to 4% it has risen to 7 to 8%, their open rate benchmark performance has been **13%**.
- 2 Their revenue from their email marketing initiatives has more than doubled in the past year, from 5 Lakhs in FY 2013 to 13 Lakhs in FY 2014.
- 3 They have seen a very good deliverability rate (an average of **97%**) and had no spam complaints from last three quarters.

Quote from GiveIndia:

"The experience with Octane has been a great one and our campaign performance has improved tremendously. What we really appreciate about Octane is that they are hands-on with all their tasks and their response time to all the queries we generate is very less".



Revati Deshmukh,
Marketing Manager, GiveIndia





Best email campaign:

The 'ORPHAN DONOR' campaign (Subject Line: I am holding a toy for the first time in my life) done by GiveIndia on the 3rd of March 2014, was the best performing mailer for them in the last quarter in the Donor Mailers category.

Highlights of the campaign:

1. **96%** Inbox Deliverability rate
2. Zero spam complaints
3. With this single campaign GiveIndia received the highest donation value of FY 2014, which was **16.85%** of their annual email marketing revenue.
4. Robust analytics given by the Octane platform to precisely track their open rates, click rates, conversion rates and revenue.
5. Additionally, Octane's creative and deliverability team helped them in coding and testing of the mailer, for better results.

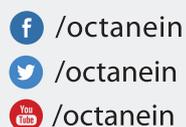
Future Projection:

After seeing a great conversion rate via email marketing, GiveIndia is looking towards increasing the number of campaigns they send in a year. They are also looking forward to more targeted and better segmented campaigns, so they could cater to their audiences' state wise and cause preference wise.

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



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