

# WGBH Enhances Donor Engagement to Increase Net Revenues

## Company Overview

A world-renowned public media organization and the No. 1 content producer for PBS, WGBH is also a major supplier of programming for public radio nationwide.

## Challenges + Goals

Despite having easier access to data with an upgrade to a world-class CRM system to run donor management, WGBH was challenged to regularly extract specific data to meet B2C marketing needs, which included a pressing need to recruit younger donors. The legacy systems lacked heuristic matching rules, leaving WGBH without a comprehensive, single customer view to rely on for donor engagement programs. Without matching, the organization inadvertently created thousands of duplicate accounts and contact records.

## Winning Solution

Using the Redpoint CDP, WGBH brings together all data about its donors to create precise, one-to-one interactions across all its marketing channels. With Redpoint, WGBH now has a 360-degree view of donors, to individually engage them with relevant messaging at the right cadence and on their preferred channel. Advanced heuristic and probabilistic matching capabilities enable identity resolution at the individual and household levels.

With the Redpoint solution, WGBH now performs complex granular segmentations for omnichannel marketing, and has reallocated resources to projects that successfully engage younger donors. Redpoint technology is also deployed through the Contributor Development Partnership to help a coalition of public TV and radio outlets beyond WGBH increase their donor files and net revenues.

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**At last, we can keep identities clean and perfect for all our ongoing donor communications. Not having to manage duplicate accounts has, by itself, nearly paid for the cost of the Redpoint solution.”**

CATE TWOHILL, Senior Director, Technology Solutions, WGBH Boston

## HIGHLIGHTS

10%+  
improvement in  
matching

Reduced  
spend with elimination  
of duplicate records

Increased  
net revenue through  
granular segmentation  
& omnichannel  
orchestration

