

WELCOME TO

Digital Jam



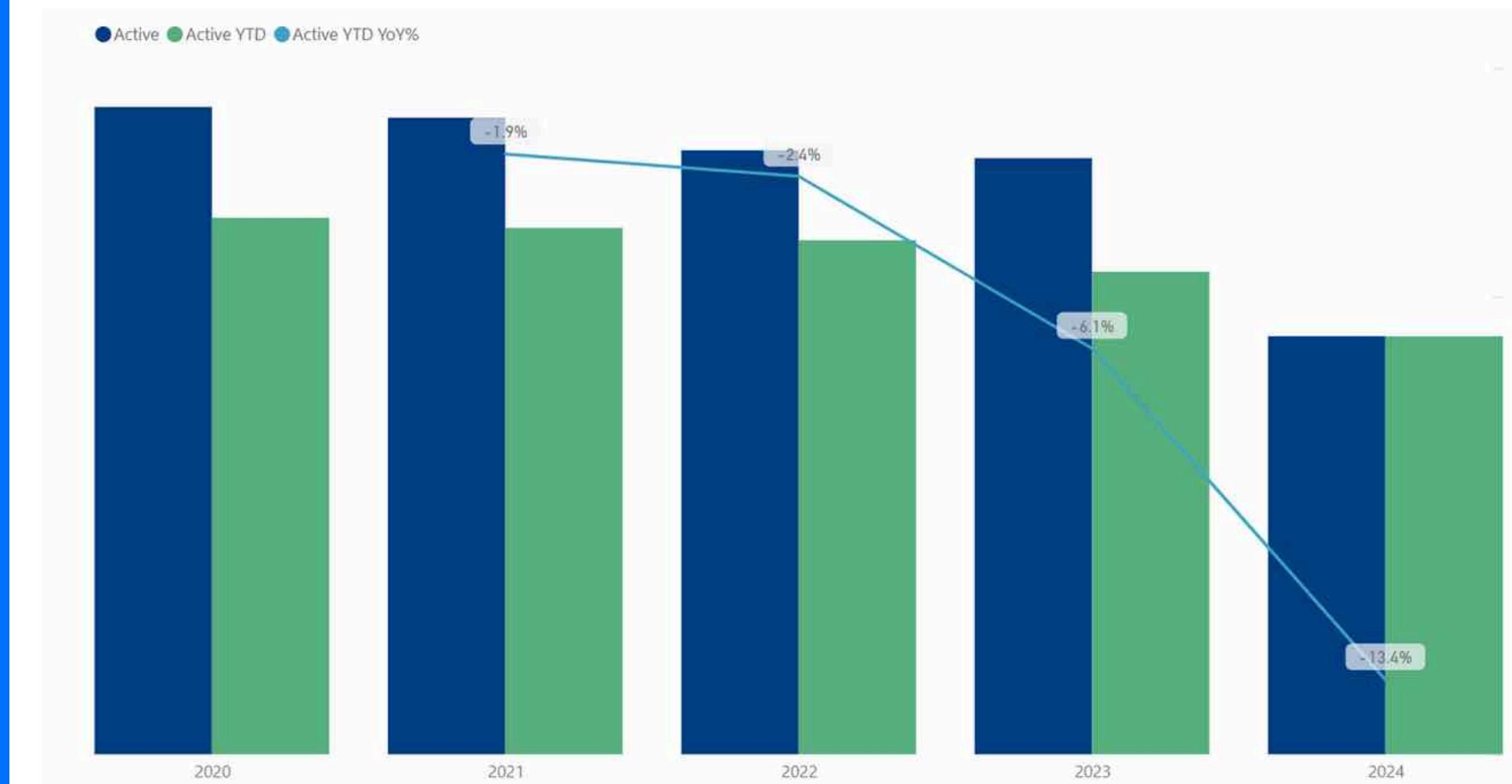


2024: The Beat of Digital Conversion

SESSION ONE
DIGITAL JAM // 2024

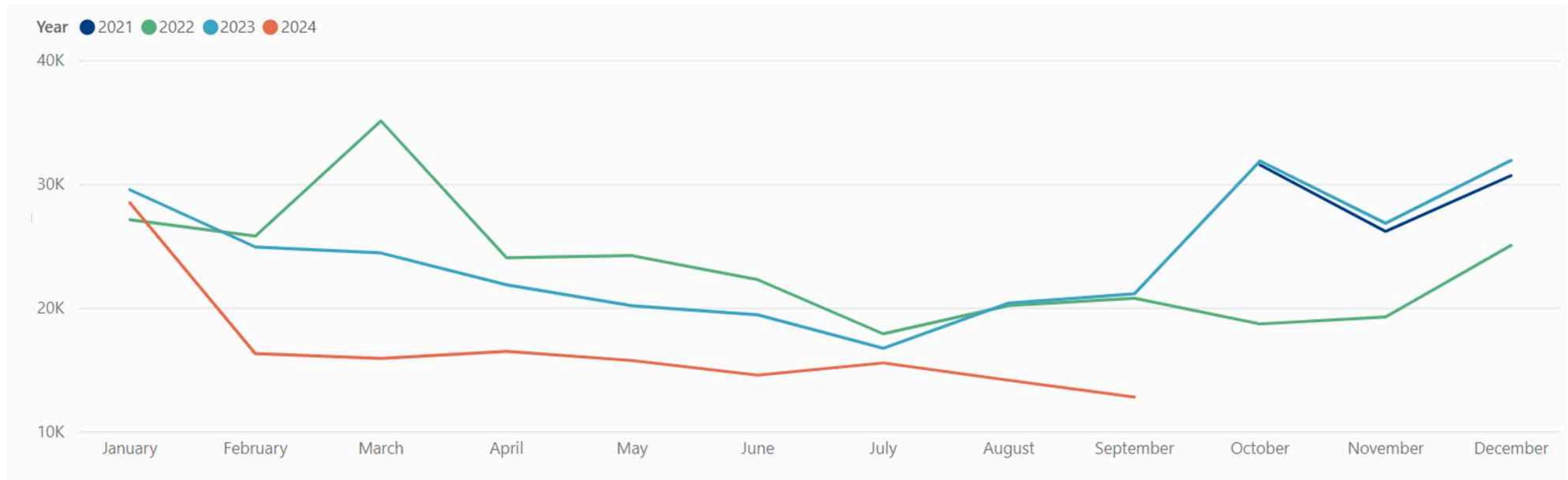
Active Accounts

- ✓ Average revenue and transactions in active files trending down
- ✓ Revenue down about 10%, but displayed is the active trend currently down close to 13%



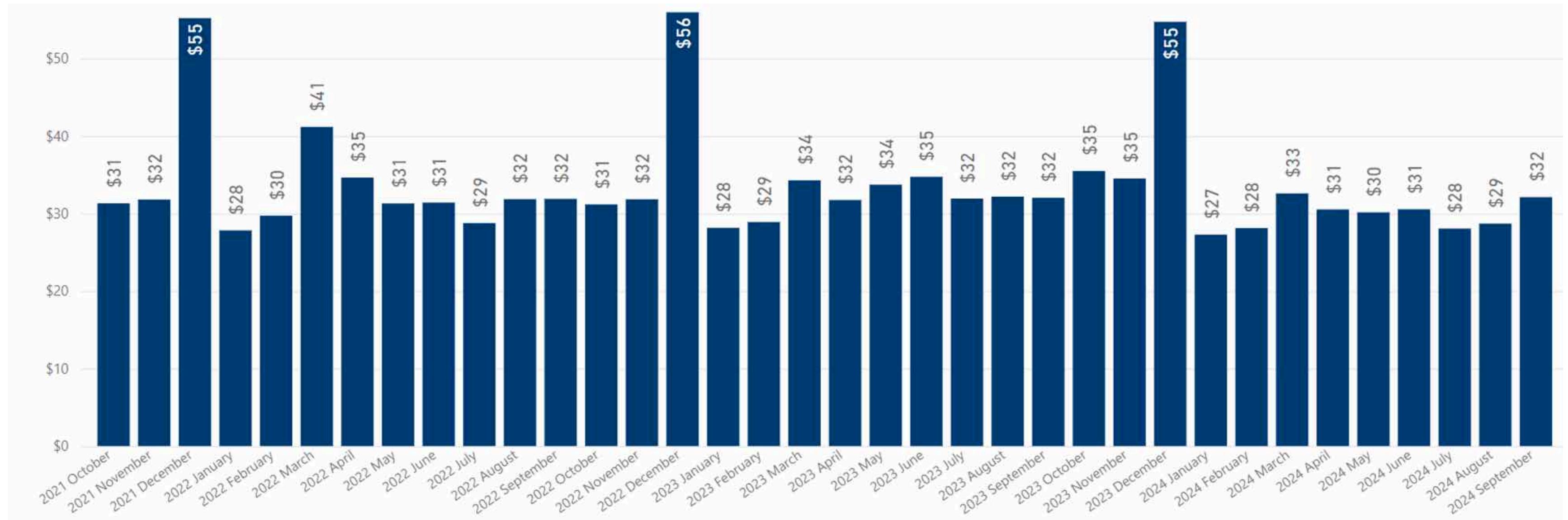
New Transactions

2024 has been the lowest new transactions counts over the last 3 years:



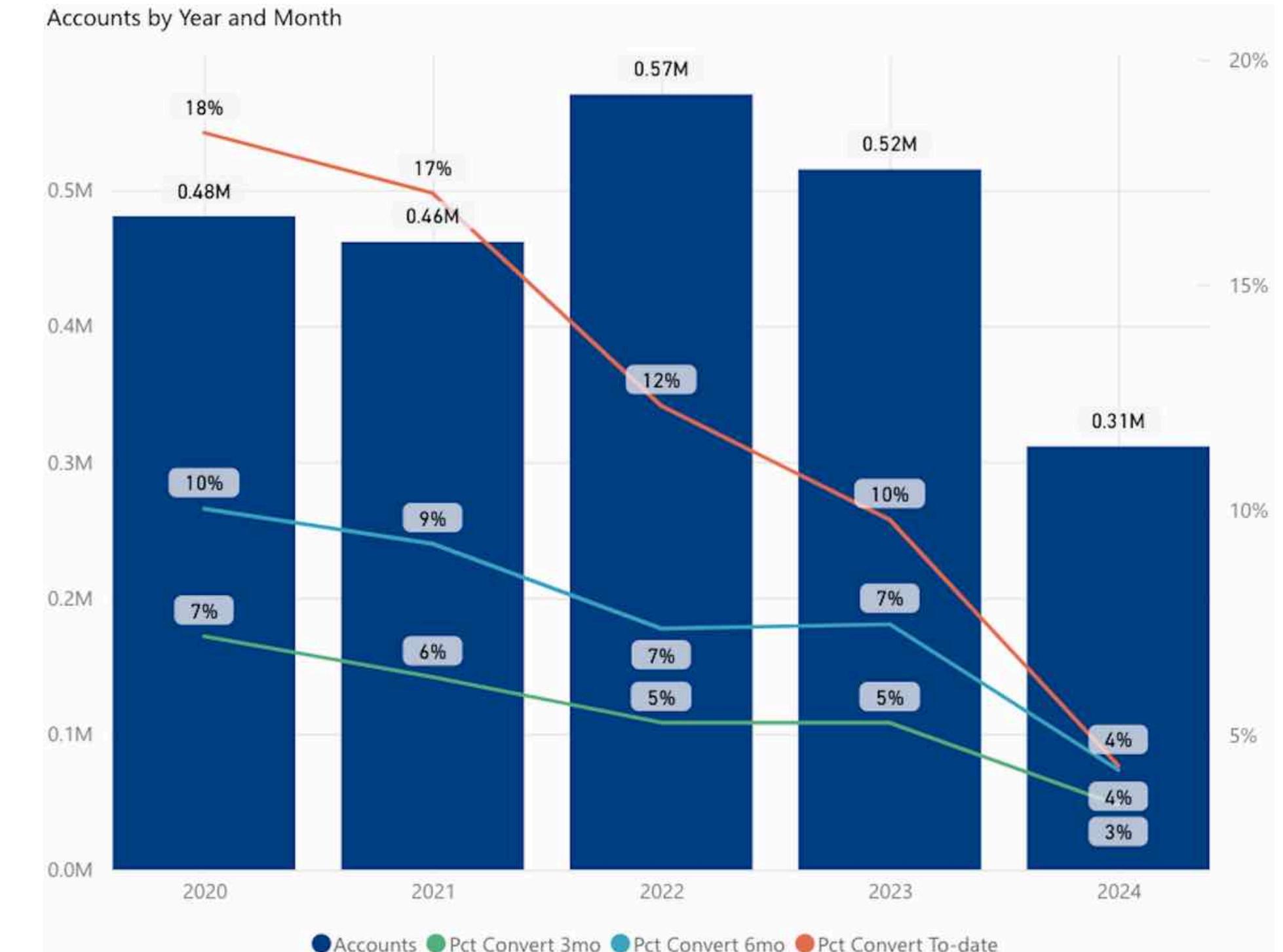
Revenue + Active

Giving is staying fairly consistent from the remaining active accounts, although, we're starting to see a small dip in 2024:



Turning Leads Into Purchases

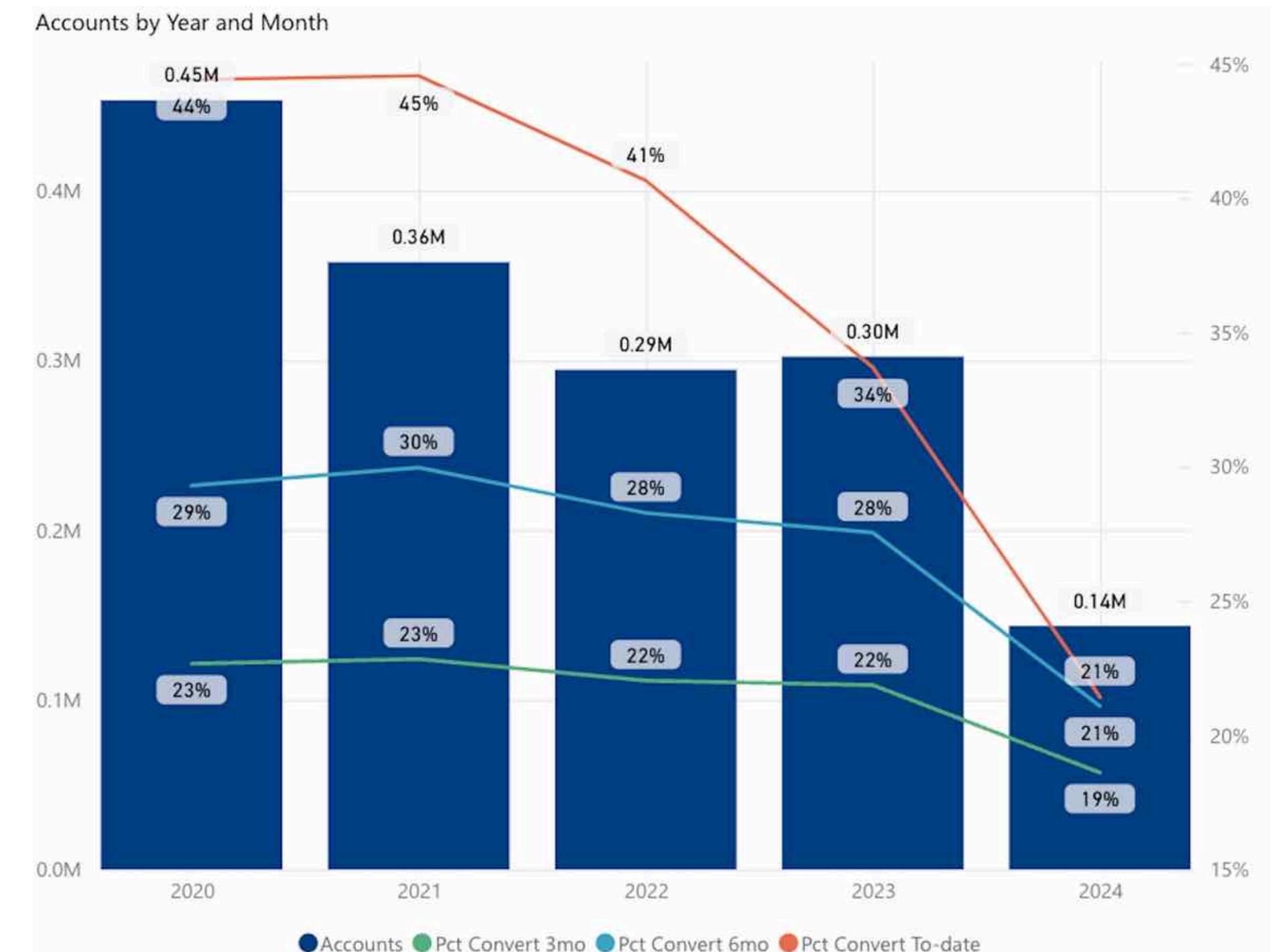
- ✓ **2M+ total accounts**
- ✓ New leads coming on file were transacting within 6 months at a **10% rate** in 2020, and in 2024, this percentage is at **4%**.



First Transaction to Second Transaction

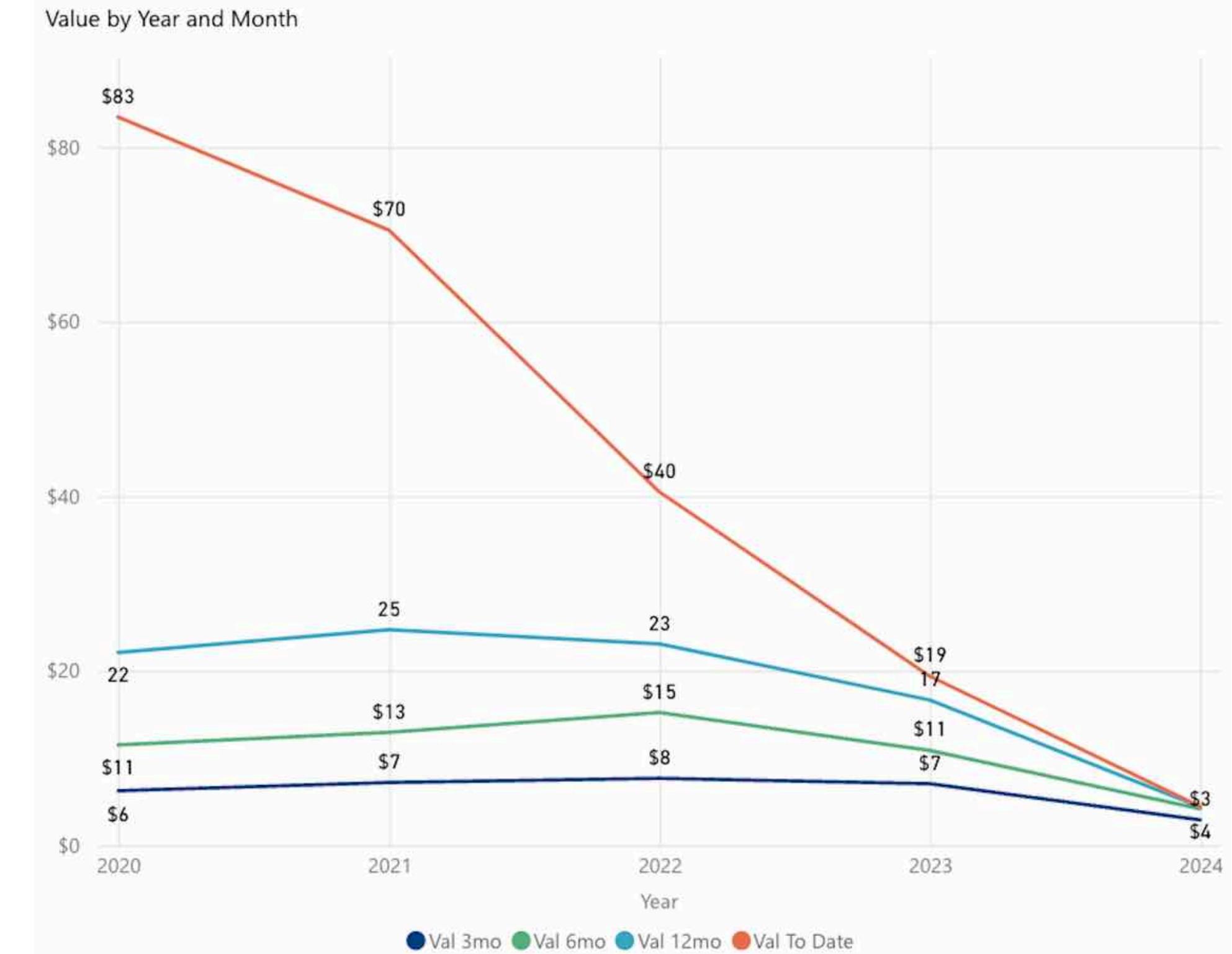


1st time transactors were converting for a 2nd time within 6-months at 29% in 2020, and this year that percentage is at 21%.



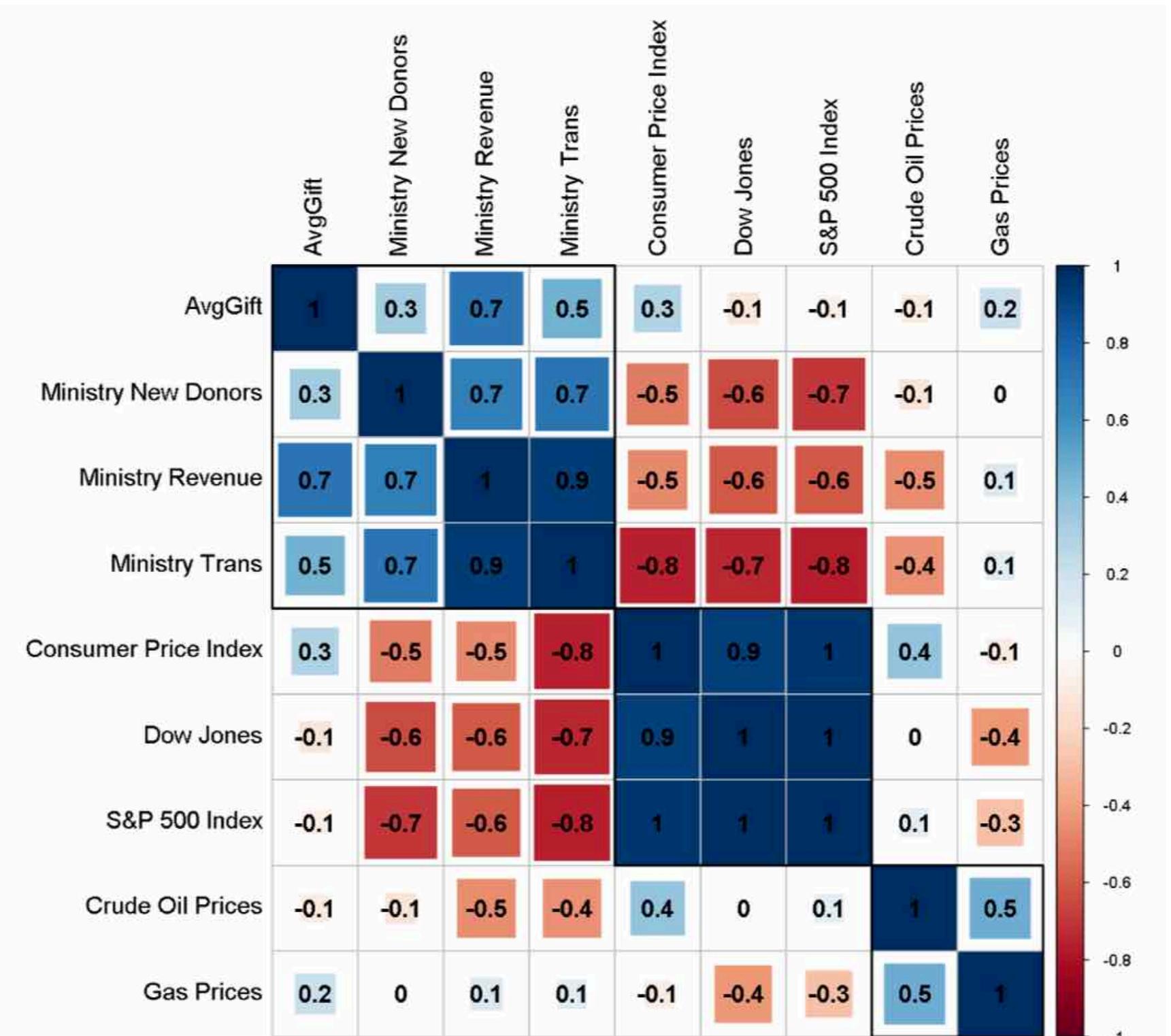
Average Transaction Values

- ✓ The average 6-month value of a new lead “peaked” in 2022 at \$15, and in 2024 (to date), this number is \$4



Contributing Factors

- ✓ **Election/political distraction**
- ✓ Major reductions in “**non-essential**” spending this year
- ✓ **High inflation:** In 2024, the Consumer Price Index (CPI) increased by 4.3%, with significant rises in food and energy prices
- ✓ **Economic uncertainty:** Consumer sentiment (via UM consumer sentiment index) remained relatively low in 2024 – with concerns around interest rate hikes
- ✓ **Spending priorities:** Retail sales data (via U.S. Census Bureau) shows slower growth in spending on non-essential categories. For example, both dining and clothing only grew by 2% in 2024, compared to growth rates that were at 5% in 2023 and 7% in 2022.



Questions

Questions



What are ways you have/can **increase your conversion** rates from leads to 1st time transactors?



What are ways you have/can increase your average **online transaction value**?



Thank
You!