

WELCOME TO

# Digital Jam







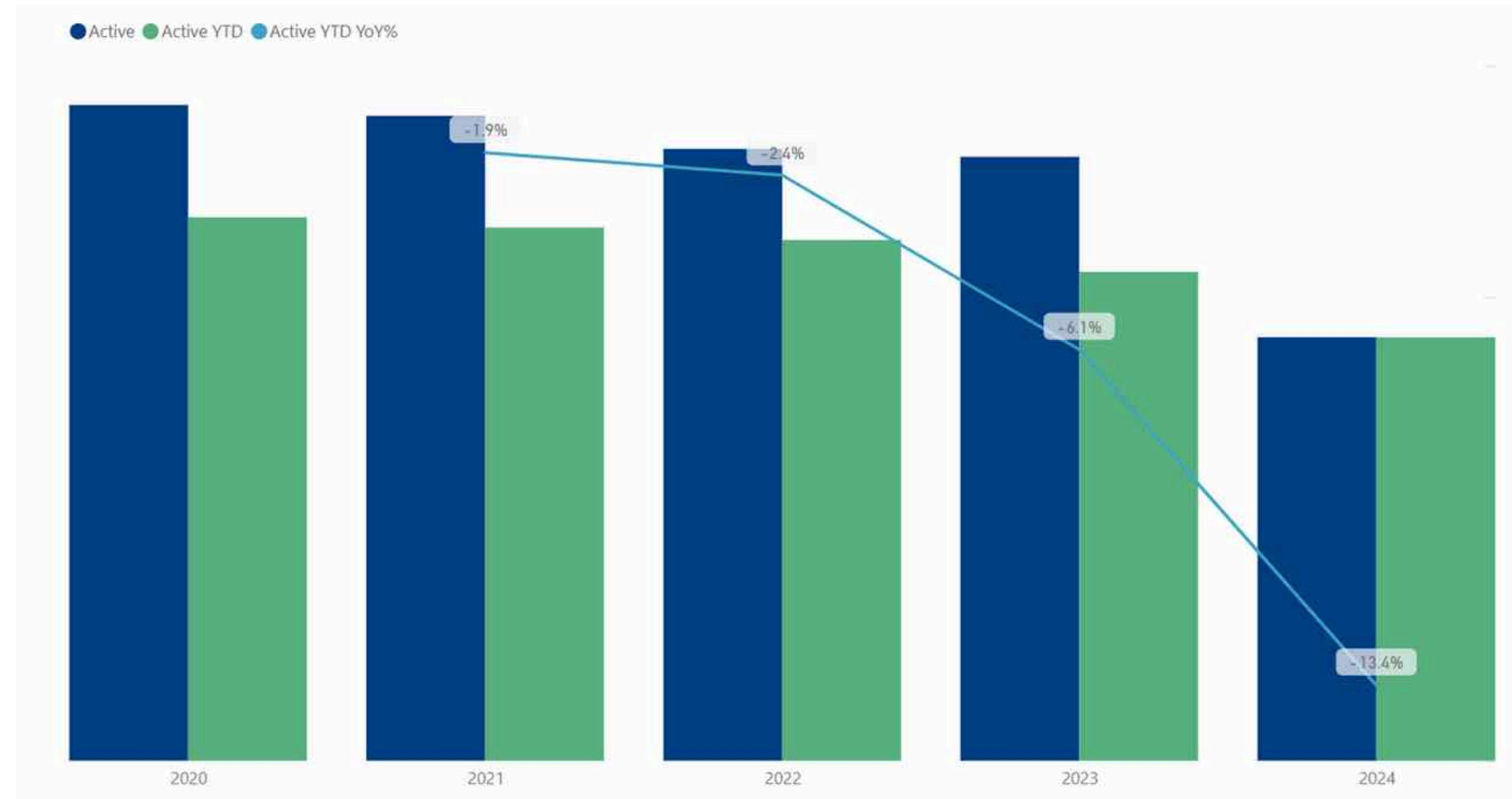
# 2024: The Beat of Digital Conversion

**SESSION ONE**

DIGITAL JAM // 2024

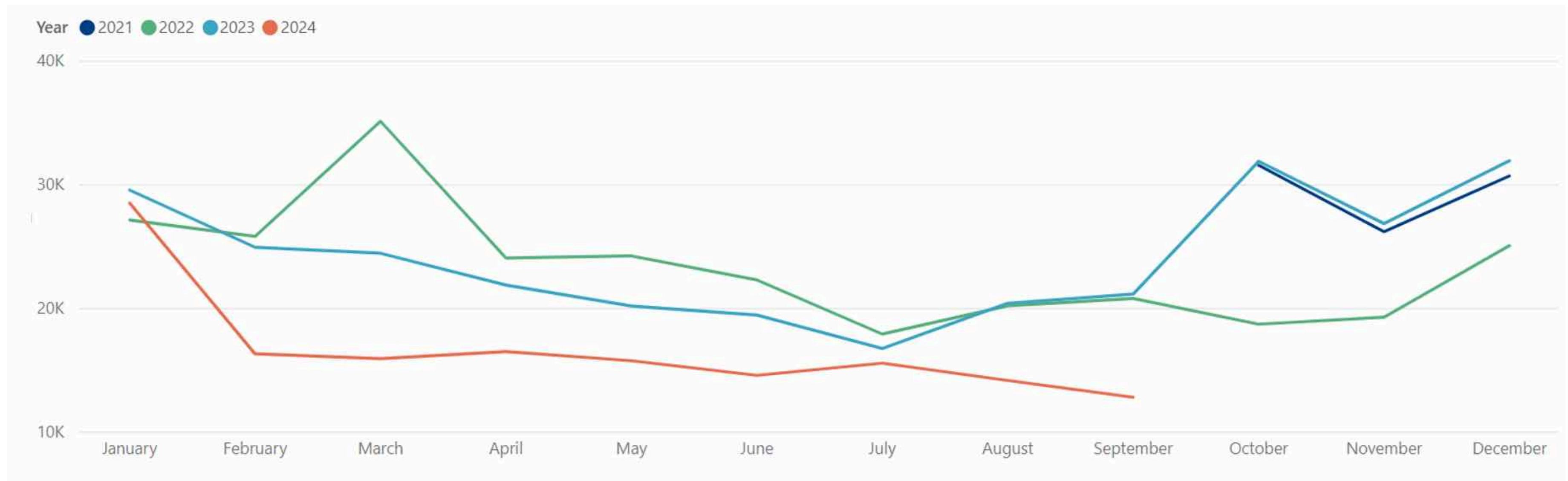
# Active Accounts

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



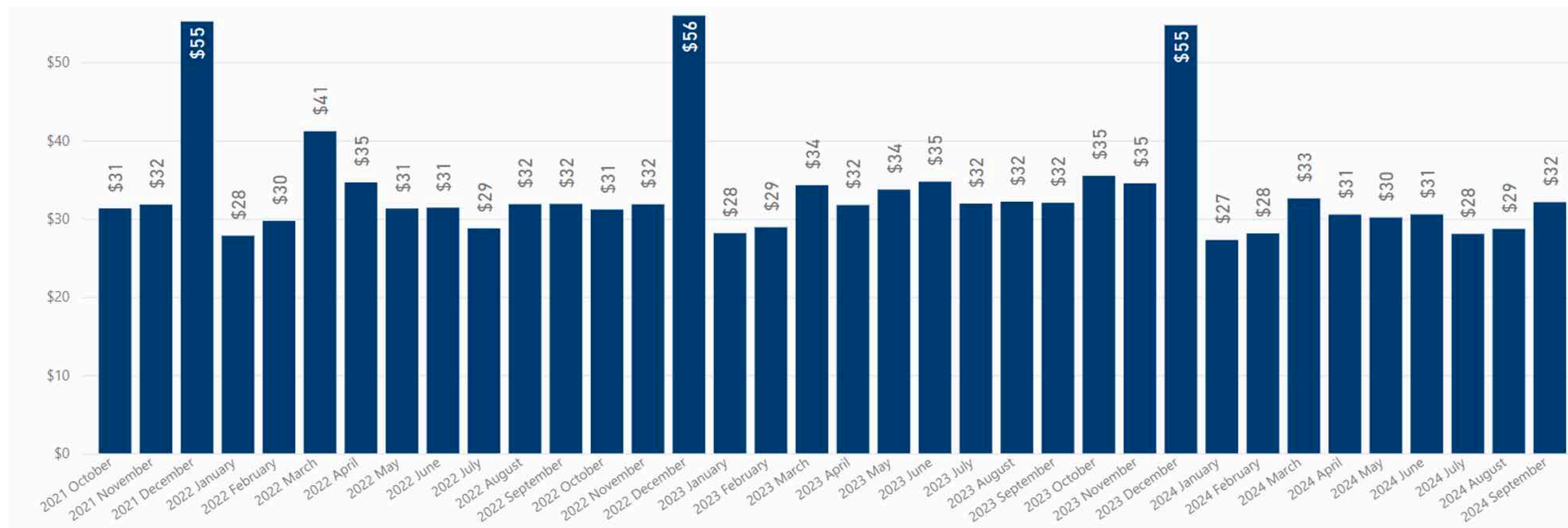
# New Transactions

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



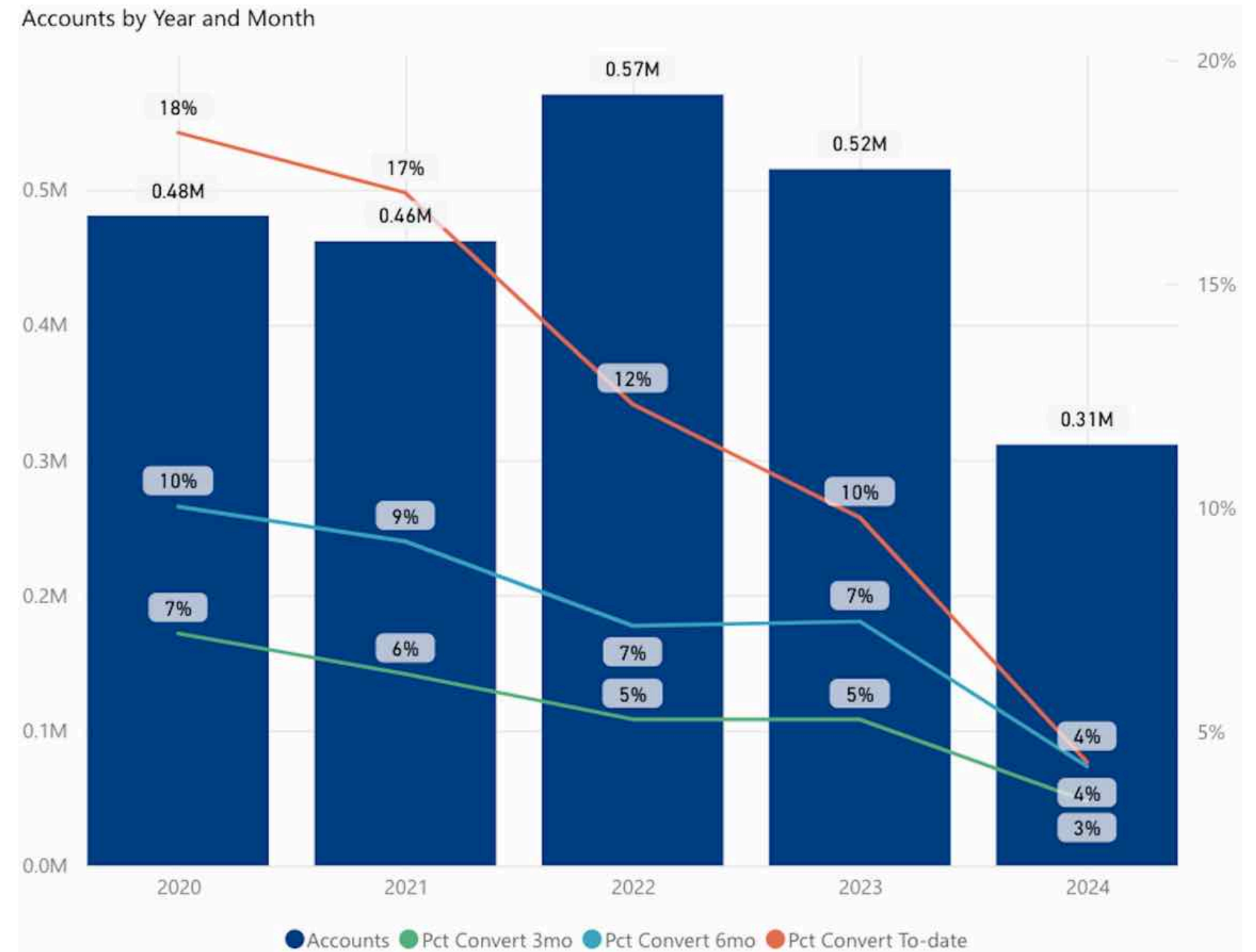
# Revenue + Active

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



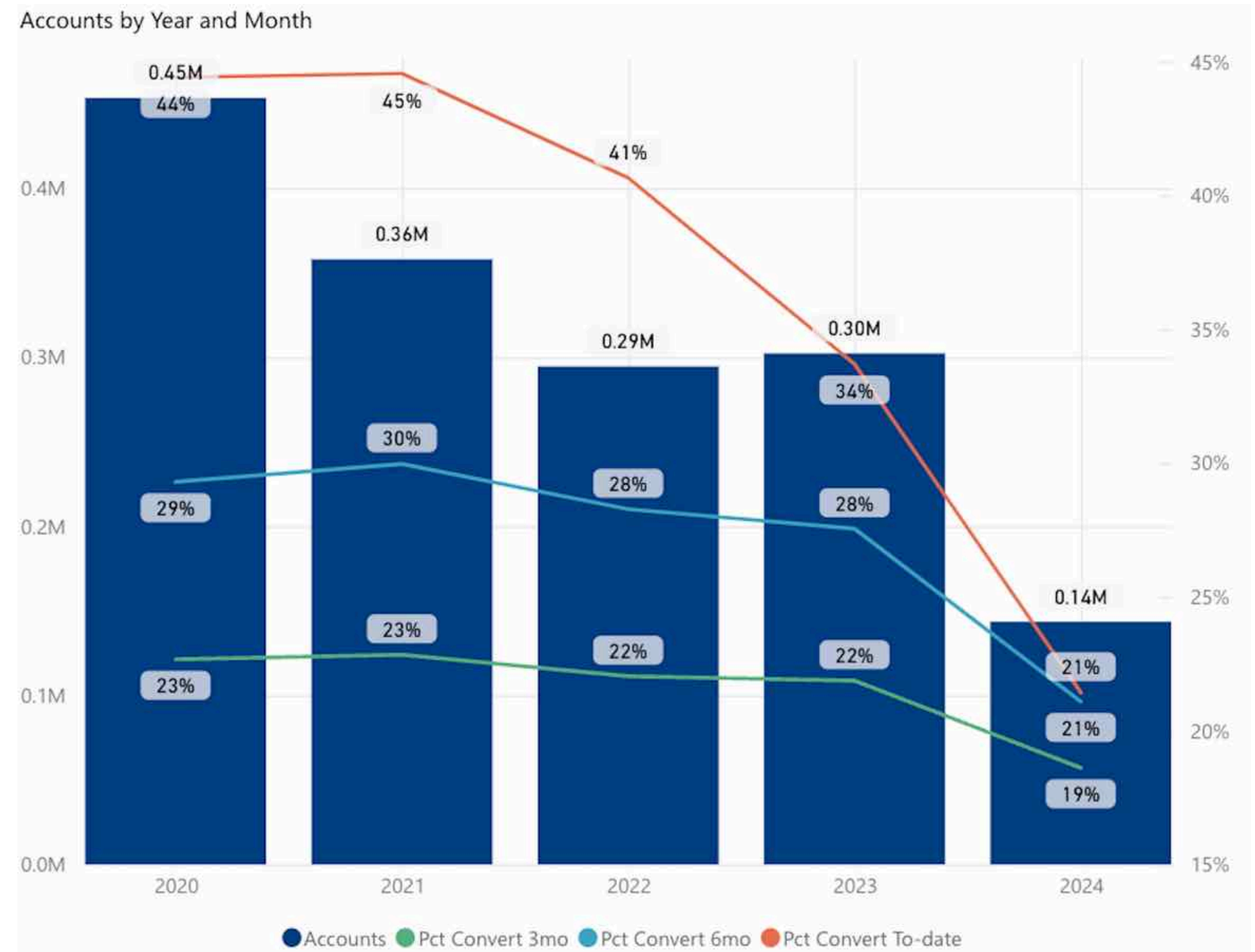
# Turning Leads Into Purchases

- ✓ **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

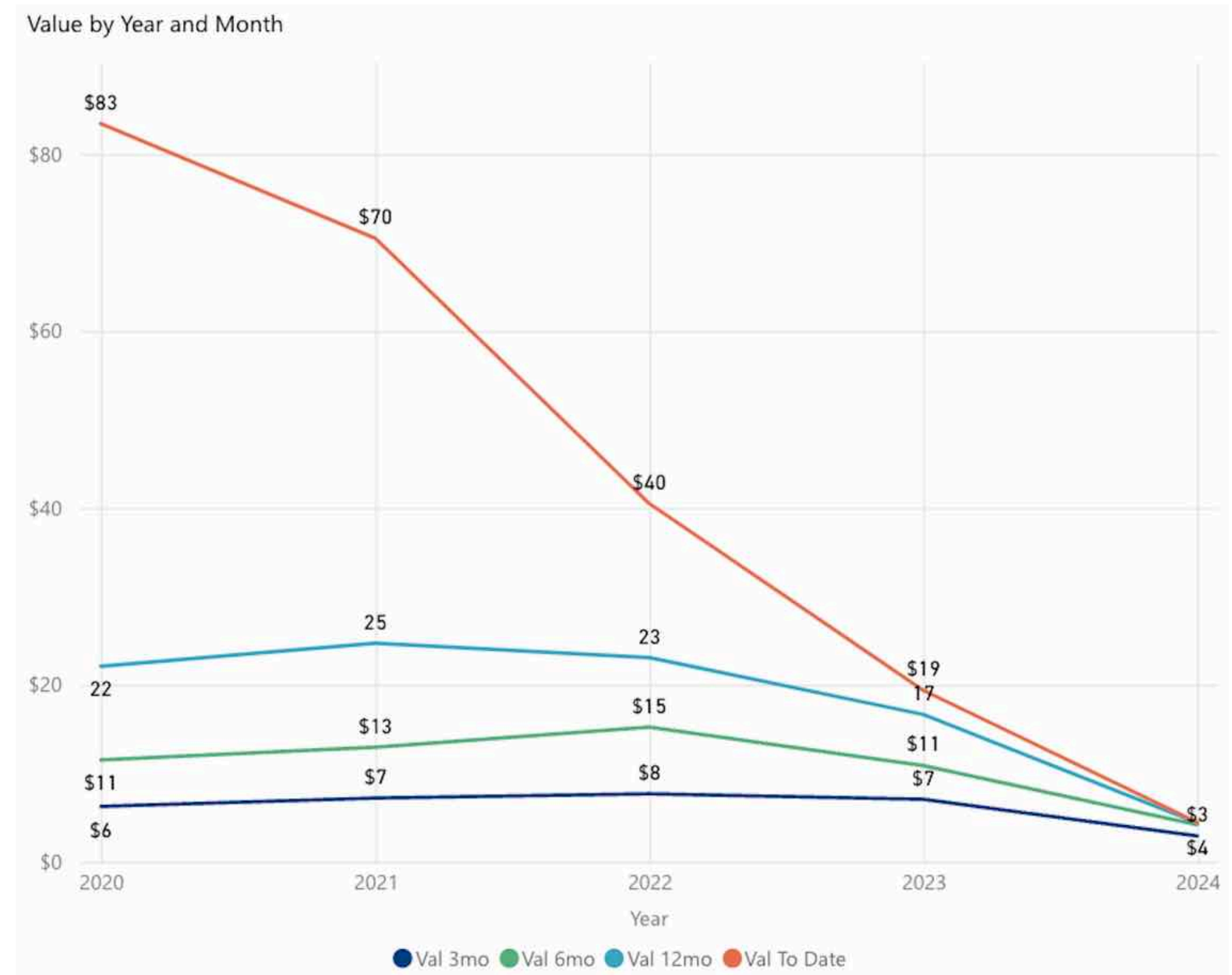
✓ 1st time transactors were converting for a 2nd time within 6-months at 29% in 2020, and this year that percentage is at 21%.





# Average Transaction Values

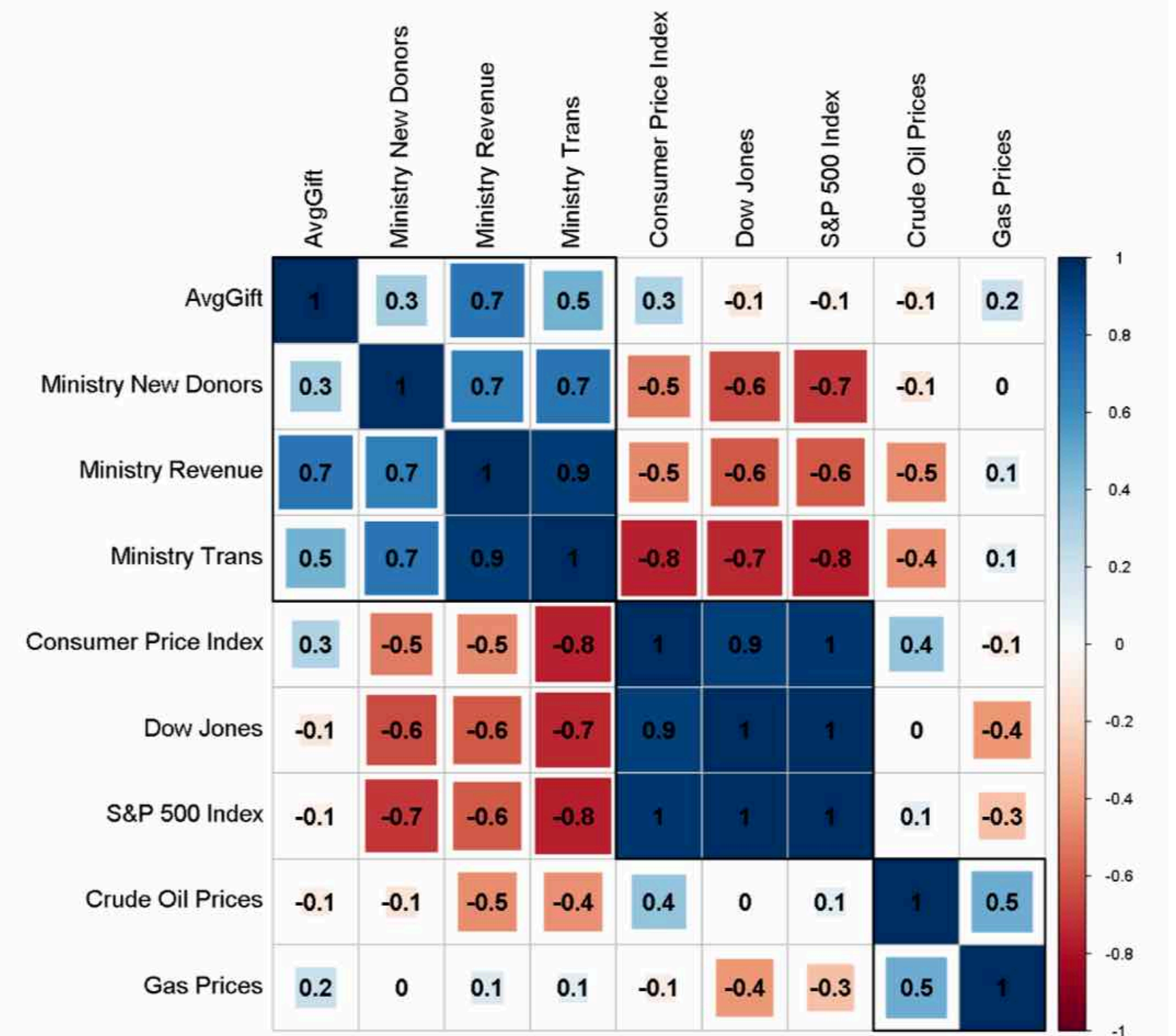
- ✓ The average 6-month value of a new lead “peaked” in 2022 at \$15, and in 2024 (to date), this number is \$4





# 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



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**?



The background is a solid blue color with several overlapping, semi-transparent geometric shapes. On the left, there is a large, light blue circle. Overlapping it and extending towards the center is a larger, slightly darker blue shape that resembles a stylized 'C' or a partial circle. In the upper right, there is a light blue parallelogram. Another darker blue parallelogram is positioned below it, towards the bottom center. The overall composition is modern and minimalist.

Thank  
You!