How osugiving.com is now able to not just predict future customers but also predict deal size with 93% accuracy.

About OSUgiving and their big problem

OSUGiving is a non-profit raising donation on behalf of Oklahoma State University. They raise about 300-400 million dollars annually.

Every year, some 25,000 students graduate, further, their relatives and friends have connections to OSU as they attend football games, and perceive the university as their ‘home’ team. Based on these, every year, OSUGiving collects over 35,000 leads. This is great in terms of the top of the funnel. However, their most significant issue is converting them to donors.

The problem is that marketing teams are chasing every single lead as though they are weighted equally. As a non-profit, OSUGiving doesn’t have the resources to give enough attention to every lead. It involves multiple solicitation calls, emails, messaging on LinkedIn and even in-person visits.

40%

Increase in Productivity

No more time wastage on junk leads

Senior Reps focus on higher-ranked leads

Our Process and AI Challenges

Initially, the stakeholders were hesitant to implement lead scoring since they were already touching every single lead in some capacity. However, what we created was a model that allowed them to target leads with different approaches based on the demographics of that donor, likelihood to donate, and potential donation amount.

Once we extracted the data, we realized there were several structural errors such as inaccuracies (ex. typos, duplicate values) and inconsistencies (ex. formatting and structure) within their source of truth, in this case, their CRM.

If we were to build models just off the raw data, we wouldn't even attain a 50% accuracy (which is the baseline for any model). There were more than 200 variables associated with every lead and we had to understand each and every variable to make it homogeneous data. Our system corrected for irrelevant observations, duplicate values, and missing data.

Next, we took existing variables such as date, text columns, emails, and addresses and broke them down into sub-variables. For example, we took two separate date columns. The date they graduated and the next date post-graduation they attended an OSU football game.

Why was this important? Because what the data ended up showing is those that who attended a game soonest after graduation were prone to donate as much as 5 times more than a graduate that did not attend an OSU game within a year of their graduation. Additionally, their friends or colleagues that attended a game with them were more than twice as likely to donate than other OSU affiliates (but not former students).

We built dozens of ML models similar to this. Armed with this data, OSUGiving was able to focus additional attention on their leads with the highest potential donation amount while moving the lower donation opportunities to purely automated (less resource intensive) outreach.

Implementation/ Operationalize

Building a model one-off from a dataset isn't enough. We set up an infrastructure, where in just a few clicks, the model could be updated with the most recent data. If any field changed, it would be updated and run through the machine learning model to predict a more relevant lead score.

As more data is continually added, the scoring becomes more accurate.

OSUGiving was looking to have an almost real-time data update. We were able to create an integration with their custom CRM to update the lead score every time a field was updated. This is done using a combination of webhooks and APIs. While their Sales Reps were able to prioritize their accounts based on an easy to consume Lead Score.

Actionable Insights

We gave answers to questions like -

- Who are the best prospects and how to acquire more such.
- Which type of leads to avoid in general.
- How to increase the chances of conversion.
- How does changing a variable affect lead score and predicted deal size.
- What should be the cadence for outreach.
- Which Reps should focus on which type of leads.
- Who are the big-ticket customers and how to identify them at the very start.

ROI

- The foundation is projecting an increase of 24% in average donation size.
- Higher retention of recurring large donors.
- Ability to conceive and implement strategy without a team of Data Scientists and Analysts, Savings of over $250K.

Learn more about Cliently

Cliently is the first truly AI-based Revenue Intelligence Application.

Create custom Recipes (Views) to understand the entire Sales Journey from all of your sources in one place.

Automatically generate customized Real-Time AI predictions that tell reps which accounts and contacts to engage with and which action to take in order to maximize sales and save countless hours. Reps get insights, recommendations, and predictions from data in a very consumable way.

Create engaging automated outreach playbooks for your Sales team with an omnichannel approach using everything from email, to videos, to gifts. Reps can take action directly from Cliently's UI.

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