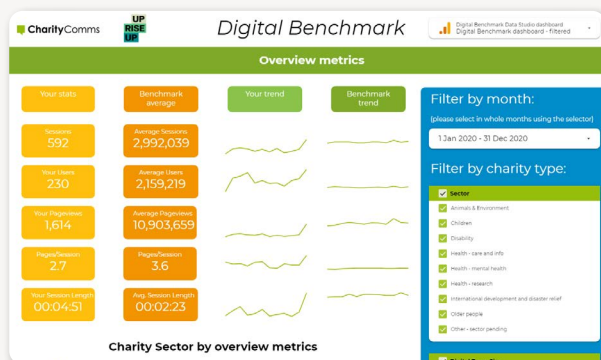


Digital Benchmark

The CharityComms Digital Benchmark is made up of a group of charities that pool their digital data to compare and evaluate online performance and ultimately to deliver better results for everyone. In 2020, the benchmark won for Most Effective Use of Data in the Drum Digital Advertising Awards.

What is the Digital Benchmark?

The Digital Benchmark is an interactive dashboard in Google Data Studio, in which participant charities can see how their digital performance compares to their peers. Data can be broken down by multiple dimensions, including sector (e.g. health charities, or international development), digital team size, income amount, user devices and traffic source.



The Digital Benchmark takes Google Analytics data from across the member charities to show trends as well as what does and doesn't work for charities in the UK. This can then be used to inform your digital strategy going forwards.

The Benchmark is a constantly evolving entity, with new pages and new data being developed all the time. We want to be constantly updating the data to be able to answer any new questions that you are asking (consciously or not), so if there is anything here that you need or would like built upon do let us know.

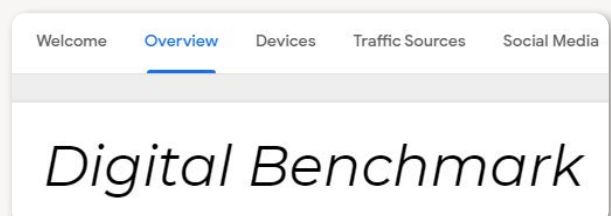
How does the Digital Benchmark work?

When you become a participant charity, we will establish a "CharityComms" view on your Analytics that follows the same setup as all other charities in order to ensure the data is consistent. Your data is then pulled into a secure database, from which we can run queries to populate the dashboard (these queries are run overnight, adding the previous day's data to the Benchmark).

"The Benchmark is a constantly evolving entity, with new pages and new data being developed all the time"

What does the Digital Benchmark measure?

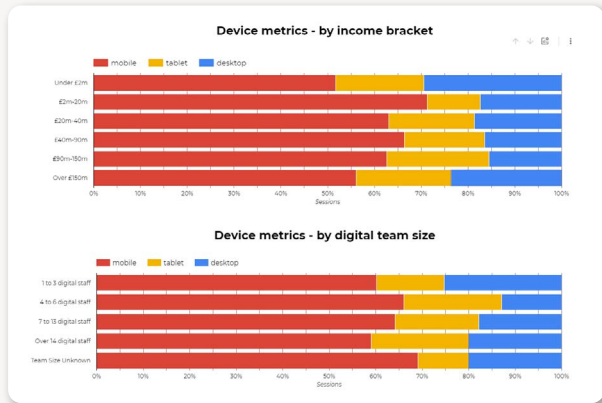
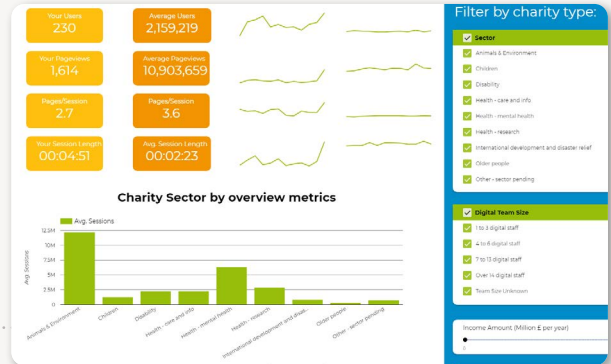
The Digital Benchmark tracks a number of metrics which are divided into four tabs in the Benchmark: Overview, Device, Traffic Source and Social Media.



CharityComms Digital Benchmark

Overview

The overview tab allows you to see how your audience stacks up to your peers' by comparing Sessions, Page views, Pages per Session, Average Session Duration, Bounce Rate and New vs Returning traffic.

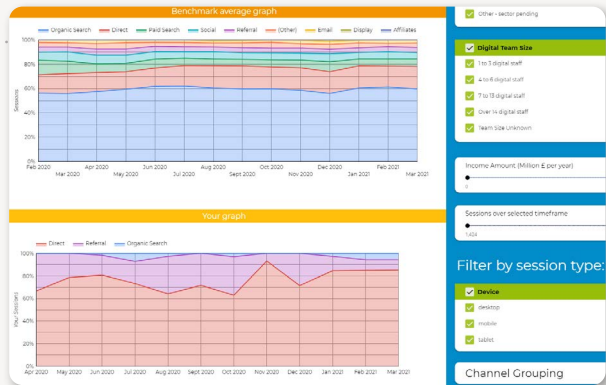


Devices

This page breaks the data down by devices (mobile, desktop and tablet) first. Showing device usage across time, as well as devices across other dimensions such as digital team size, income bracket and charity sector.

Traffic Sources

This page focuses on traffic sources as the primary dimension, providing an illustration of traffic levels by channel, which can be broken down further against all other metrics.



Social media - by income bracket

Income	% Facebook	% Twitter	% LinkedIn	% Instagram	% YouTube
Under £2m	85.6%	8.2%	4.2%	1.4%	0.6%
£2m-£20m	76.6%	12.8%	2.8%	1.9%	0.7%
£20m-£40m	62.8%	5.7%	0.8%	1.9%	0.3%
£40m-£90m	54.8%	6.7%	1.3%	3.9%	0.2%
£90m-£50m	70.6%	10.9%	0.9%	1.4%	1.5%
Over £500m	59.1%	7.9%	3.7%	14.9%	0.4%

Social media - by digital team size

Digital Team Size	% Facebook	% Twitter	% LinkedIn	% Instagram	% YouTube
1 to 3 digital staff	85.6%	8.1%	1.8%	1.1%	0.8%
4 to 6 digital staff	79.7%	8.7%	1.9%	3.9%	1.9%
7 to 10 digital staff	80.2%	6.7%	1.9%	2.7%	0.3%
Over 10 digital staff	70.2%	7.8%	1.9%	1.7%	0.4%
Team size unknown	81.1%	7.5%	2.1%	4.9%	0.9%

Social media - by charity sector

Sector	% Facebook	% Twitter	% LinkedIn	% Instagram	% YouTube
Animals & Environment	84.3%	5.7%	0.3%	1.1%	0.8%
Children	70.7%	8.7%	1.9%	6.9%	0.2%
Disability	81.7%	10.2%	4.0%	0.5%	1.4%
Health - care and info	72.3%	9.1%	1.9%	3.2%	0.2%
Health - mental health	64.0%	18.2%	3.3%	2.2%	1.7%
Health - research	84.9%	7.8%	1.9%	0.2%	0.8%
International development and disaster relief	70.9%	2.1%	0.7%	0.7%	0.7%
Other people	78.2%	18.6%	10.2%	<0.0%	0.4%
Other - sector pending	60.7%	19.3%	6.0%	19.3%	0.9%

Social Media

On this page we look at Social Media, and the traffic levels coming from each social media channel. We then break down the social media traffic into percentages from each of the key social media networks.

CharityComms Digital Benchmark

Interrogating the Digital Benchmark data

We believe that the Digital Benchmark should create actionable insights for the digital teams that use it. There are a multitude of ways that participant charities can interrogate and understand the data in the Digital Benchmark to deliver different outcomes.

Participant charities have reported that they use the data to:

- Understand online performance
- Set high standards
- Maximise your marketing ROI
- Make the case for additional resources

Ask the right questions

To make sure you're getting the most out of the Digital Benchmark, you first need to establish that you are asking the right questions for your charity's goals. For example, do you want to use the Digital Benchmark data to help you divide resources between social media platforms? Or perhaps to discover how your organic traffic is performing against your peers?

What data is needed

Knowing that you're asking the right questions of the Benchmark will help you to work out what data you need from it. For example, if you want to work out how to divide resources between social media platforms, you will want to look at social media data across the Digital Benchmark and within your charity's sector. To work out whether your organic traffic is performing against your peers you will need to filter the Traffic Sources tab by charity sector.

“For example, we've discovered that charities for children receive, on average, 11.4% of their traffic from social media. Those working in digital comms for a children's charity can use this as a benchmark for their own social media results. This will help you to set clear and realistic targets, as well as measure your own success.”

