



# Unlock the full value of your supporter journeys

Supporter journey analytics provides an understanding of the supporter journey at each touch point – so that you can make changes to pain points, replicate the high points and identify where in the journey people are dropping off and lapsing.

## The **FIVE** key stages of supporter journey analytics



**Data fusion**



**Journey discovery**



**Journey insights**



**Journey automation**



**Journey optimisation**

## How can Apteco help you to optimise your supporter journeys?



### Data fusion

Start your journey with a clear view of your data. Connect data from key sources such as CRM systems, donation platforms and email data to understand how engagement impacts donations.

**The Apteco solution: Apteco Designer™**



### Journey discovery

Begin to identify and understand the patterns of supporter behaviour. Pinpoint important areas of friction or key events. Recognise which journeys are most valuable.

**The Apteco solution: Apteco FastStats®**



### Journey insights

Find the answers to your questions and make assumptions to test and learn. A good place to start is response analysis and examining data such as conversion rates, open rates, click volumes and A/B testing.

**The Apteco solution: Apteco FastStats® and the Apteco Orbit™ platform**



### Journey automation

Turn your insights into action. Decide which areas are ready for automation. Automating is about allowing technology to support your creativity and communication to give you the breathing space to work out what to do next.

**The Apteco solution: Apteco PeopleStage™**



### Journey optimisation

Improve and refine the supporter journey by constantly identifying and removing hurdles. Move to campaign prioritisation and optimisation when the time is right.

**The Apteco solution: Apteco PeopleStage™**



## Want to find out more?

Download our free eGuide **Unlocking the full potential of your supporter journeys**

**DOWNLOAD EGUIDE**