



Using Mobile for the Red Cross Mission

American Red Cross

- The Landscape
- The Mission
- The Approach

- **The Landscape**
- The Mission
- The Approach

1

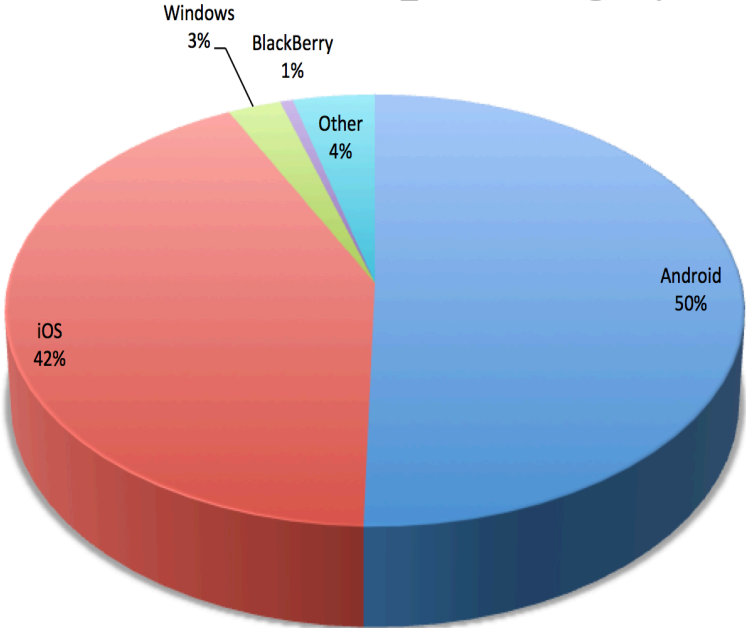
Previously users accepted desktop centric engagement, now they expect omni-channel experiences.

2

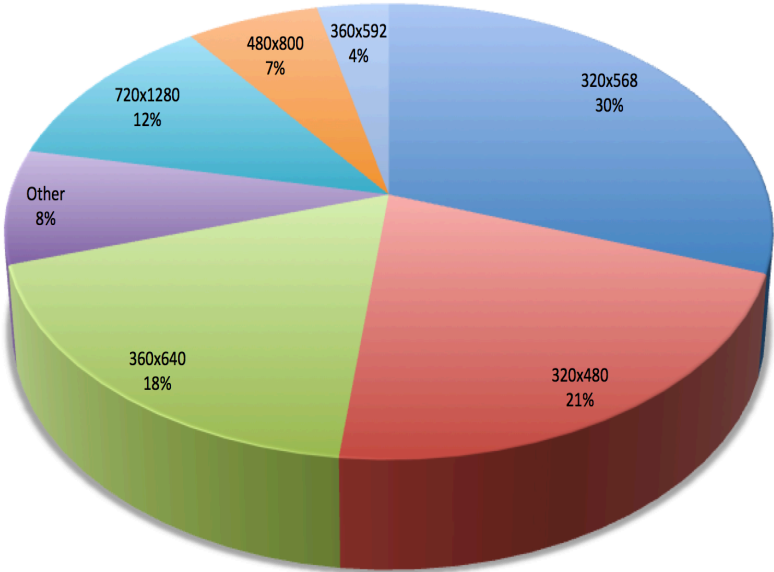
Users are demanding more from their mobile experiences.

Device Profile of Current Red Cross Mobile Visitors (Jan-Dec 2014)

Mobile Operating System



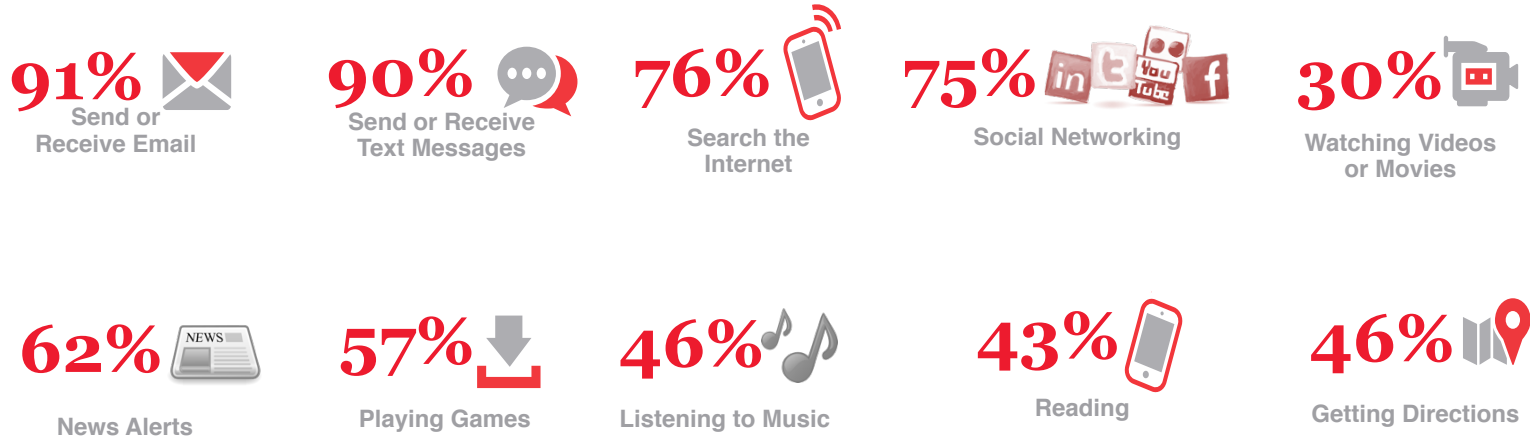
Screen Size



	2012	2014
Android	34%	50% ↑
iOS	50%	42% ↓
320 x 568	13%	30% ↑
320 x 480	40%	21% ↓

Mobile Phone Activities

According to ExactTarget the % of mobile phone owners who use their mobile phone to ...



Mobile Phone Activities

% of respondents who have used the following mobile payment services (Thrive Analytics)

PayPal™

79%



Google wallet

40%



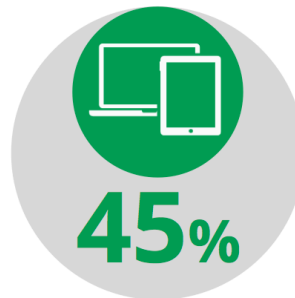
Apple Passbook

17%

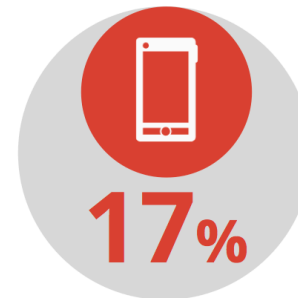
Google/Nielsen Mobile Path to Purchase Custom study, Nov 2013



Purchased
in-store

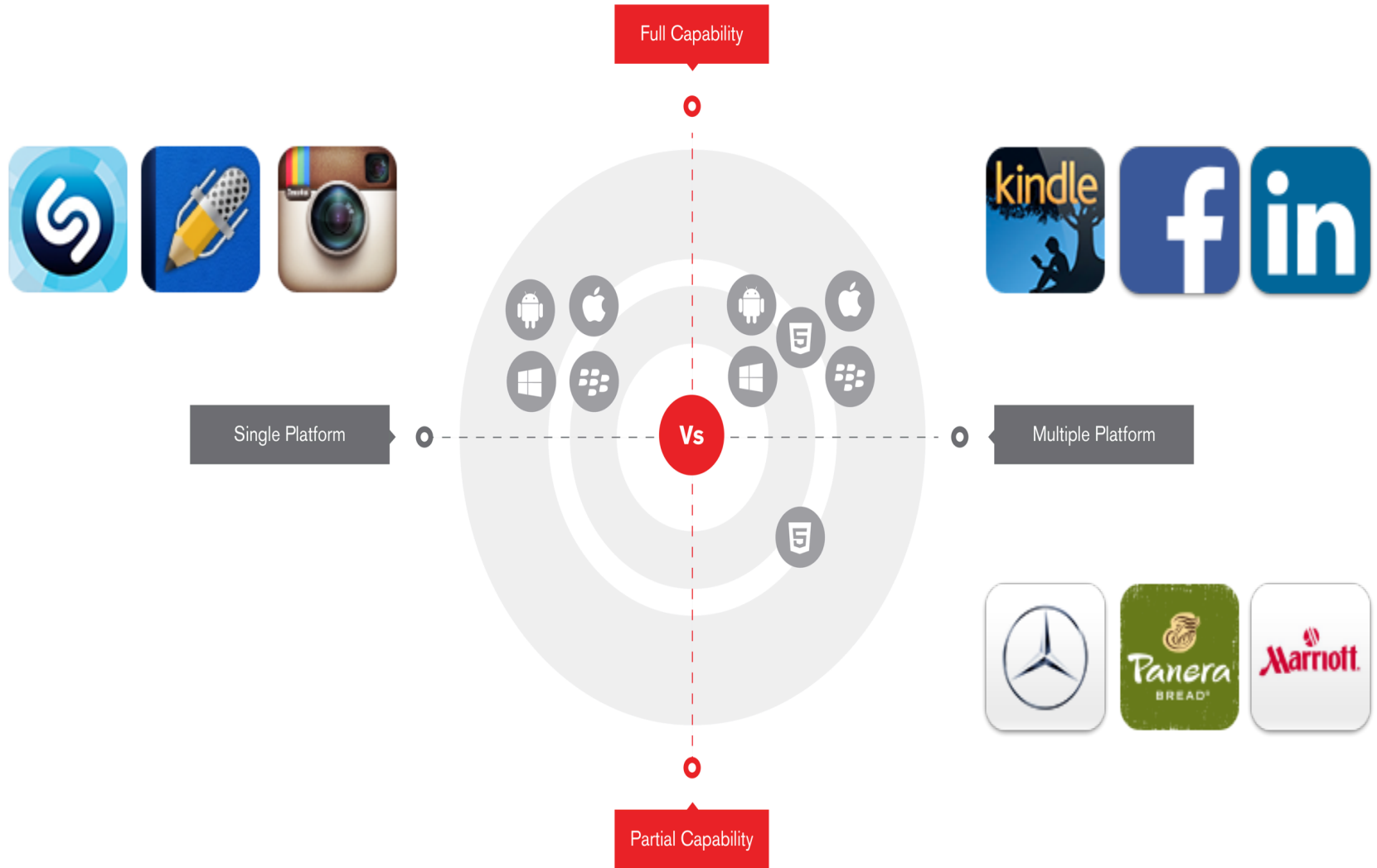


Purchased
online
(desktop/tablet)



Purchase directly on
their mobile phone

Native vs Hybrid vs Mobile Web



3

In an ARC world, offline matters

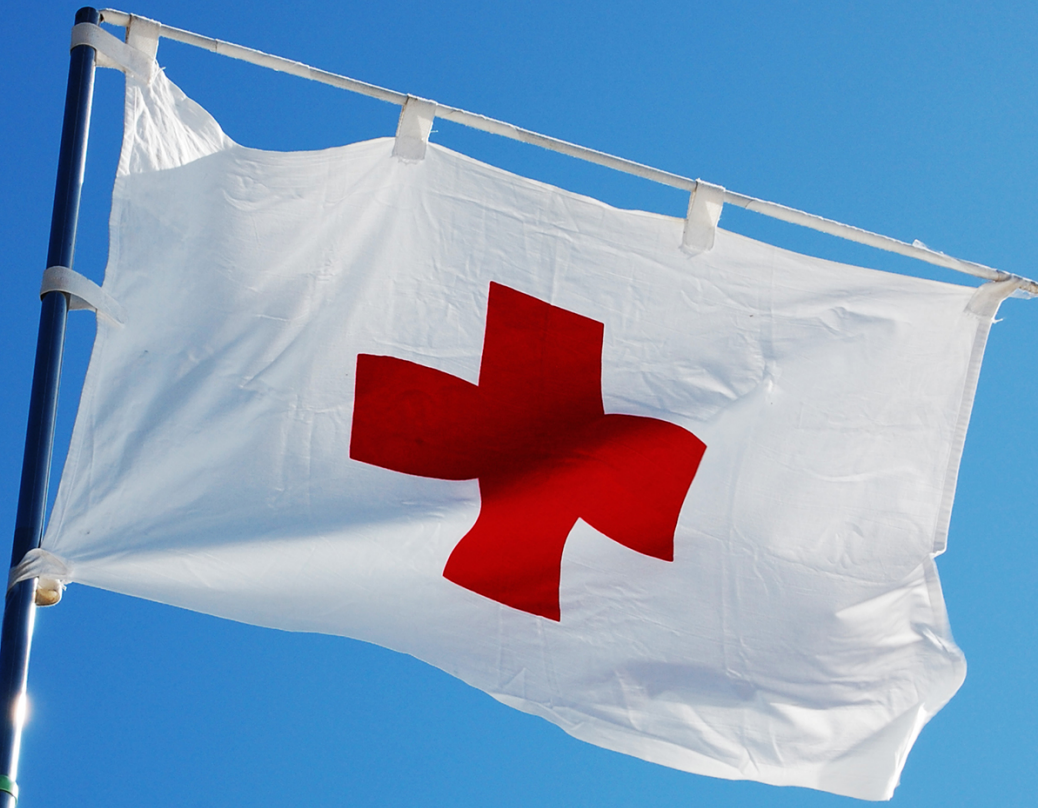
Mobile experiences should be designed so that they are sync friendly and provide functionality in low and no coverage situations.

Offline Functionality is Critical to Mobile Efficacy



These Apps work properly offline, but work best online.

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The American Red Cross prevents and alleviates suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors

What We Do **Every** Year

70K 

*US disasters
responded to*

40% 

*of the nation's blood
supply provided*

150K 

*military families &
veterans helped*

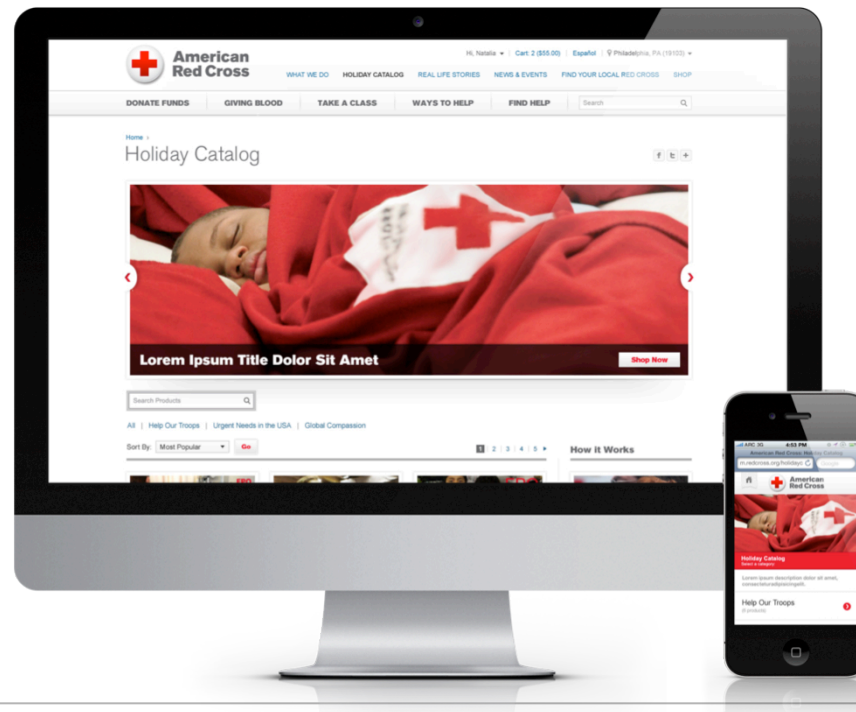
9M 

*people trained in
health safety courses*

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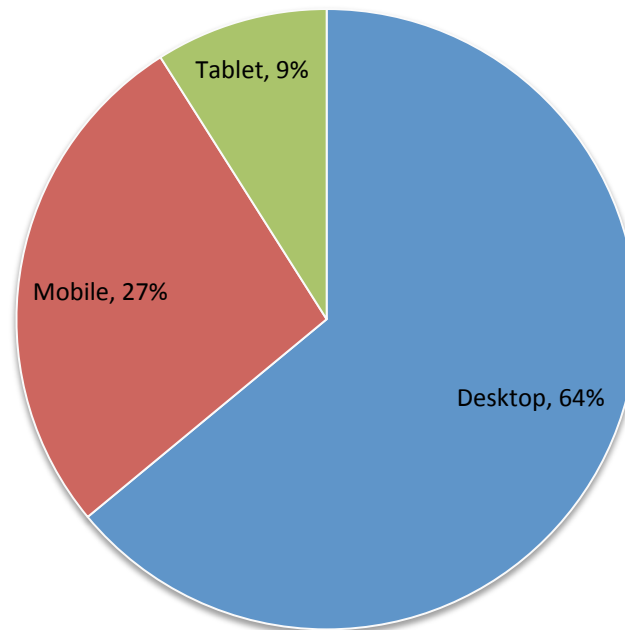
Our Strategy:

Deliver the right *content* to the right *people* at the right *time* in the right *channel* on the right *device* to drive engagement, actions & desired outcomes



Almost 40% of our overall traffic on RCO comes from mobile and tablet

Google Analytics, Sessions on RedCross.org, July 2014 – February 2015

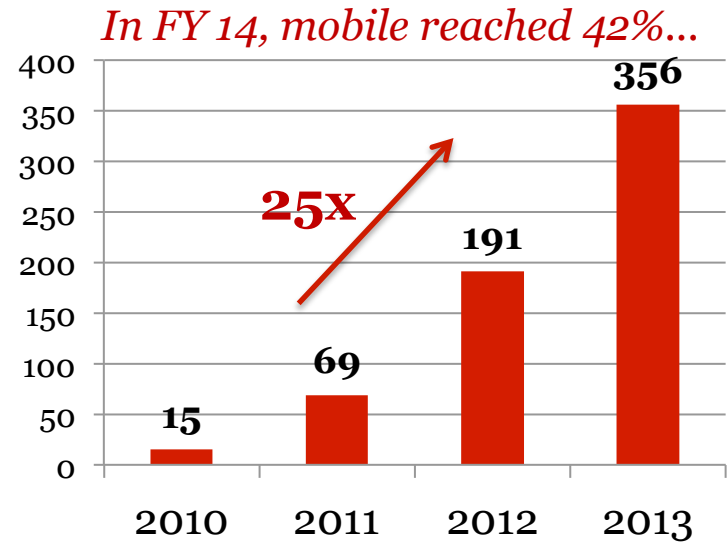
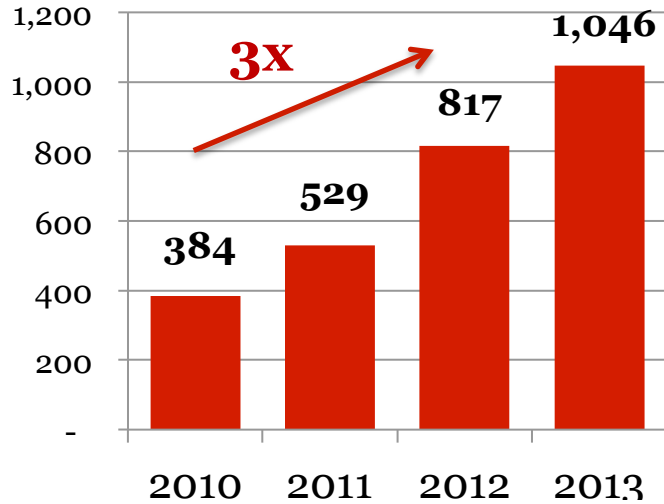


The approach:

1. A “mobile first” mentality that transcends channels
2. Analytics that enable:
 - data-based decision making
 - focus on high-value constituent segments
3. Shareable and inspiring content – that drives actions
4. Metrics, testing, learning and improving

Biomed as a mobile case study

RedCrossBlood.org Traffic - Total RedCrossBlood.org Traffic - Mobile



Appointments as % of searches	Mobile	Desktop	Overall
2013 baseline	4.9%	19%	12.5%
Business Case	10%	19%	15%

The RCB Business Problem

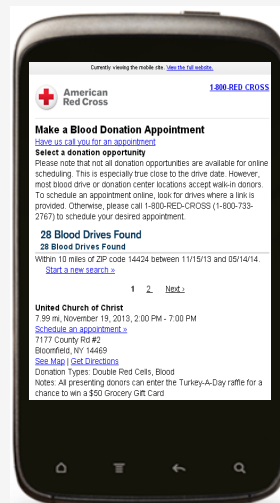
- Legacy appointment scheduling system was NOT optimized for mobile – impact got bigger as mobile traffic grew exponentially
- High abandonment rate = potential loss of tens of thousands of online appointments per year

Legacy Scheduling

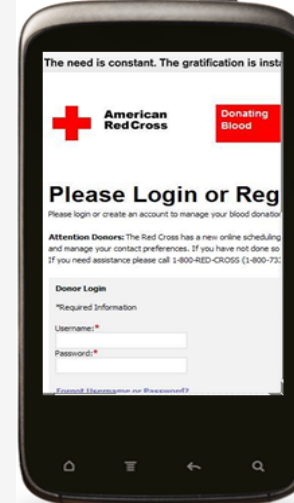
RCB Mobile Home



RCB Mobile Search Results



Mobile Scheduling



Responsive Mobile Scheduling Flow

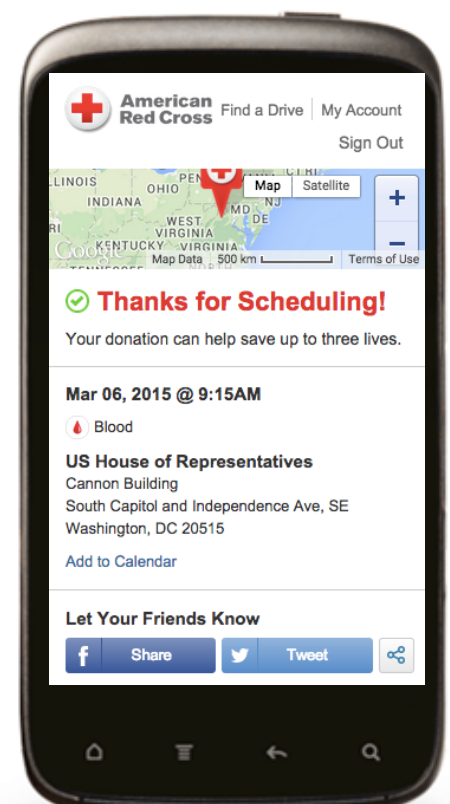
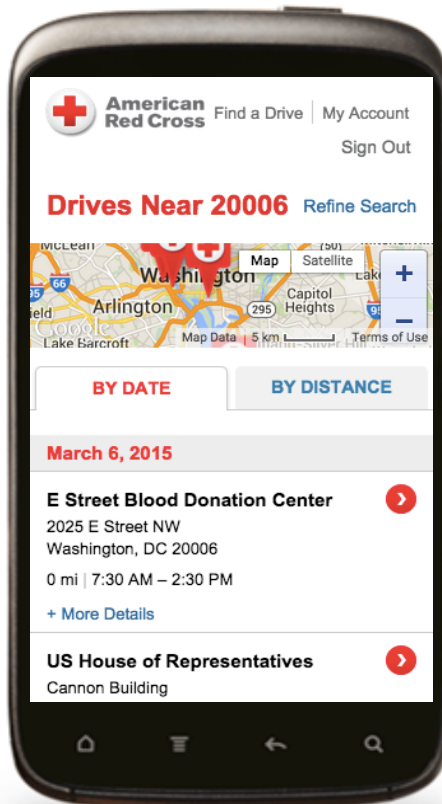
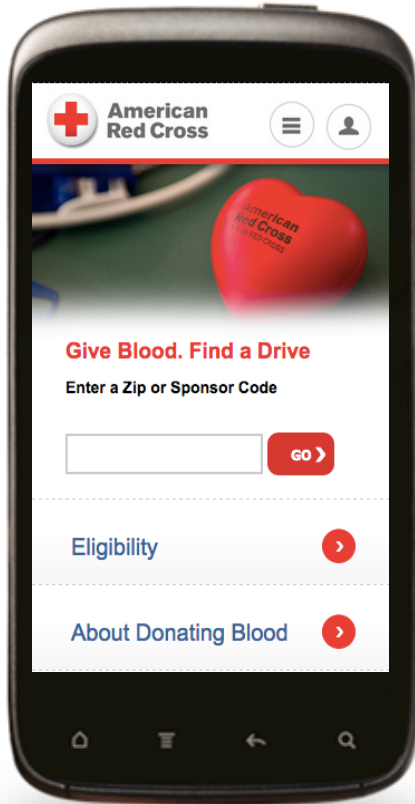
RCB Mobile Home



RCB Mobile Search Results

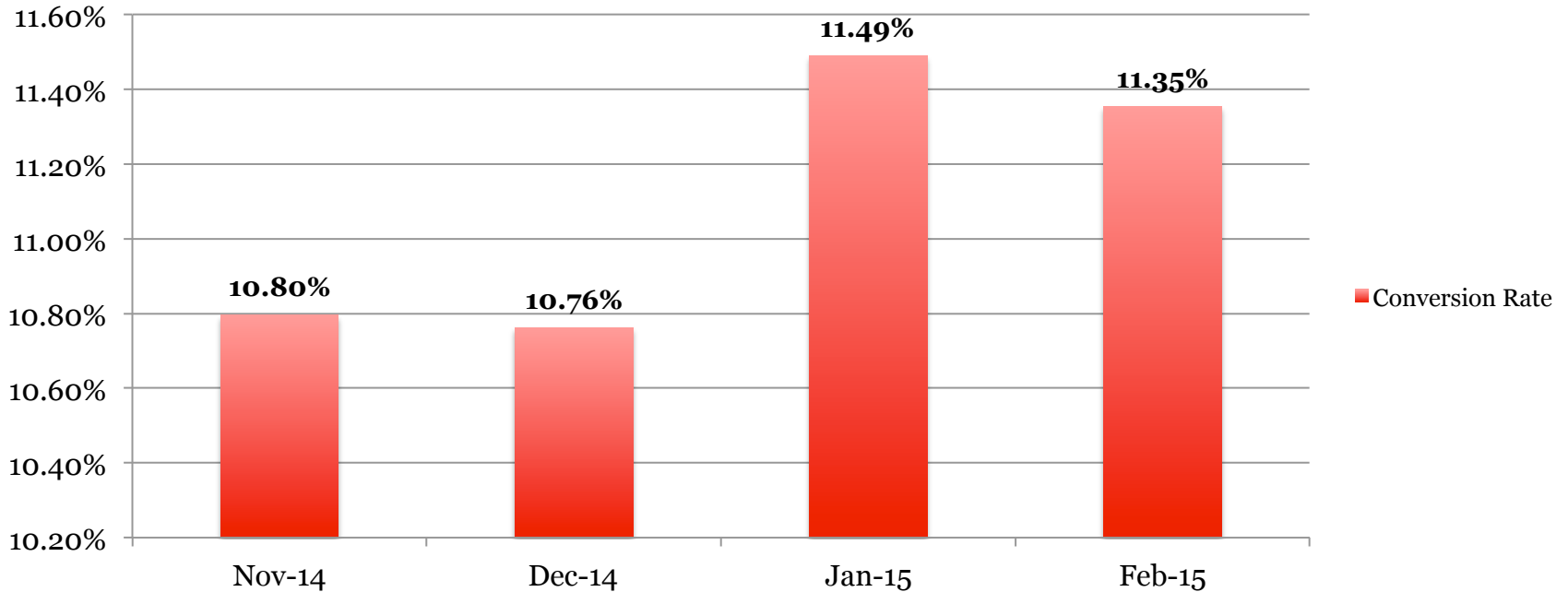


RCB Mobile Confirmation



Measuring the Impact

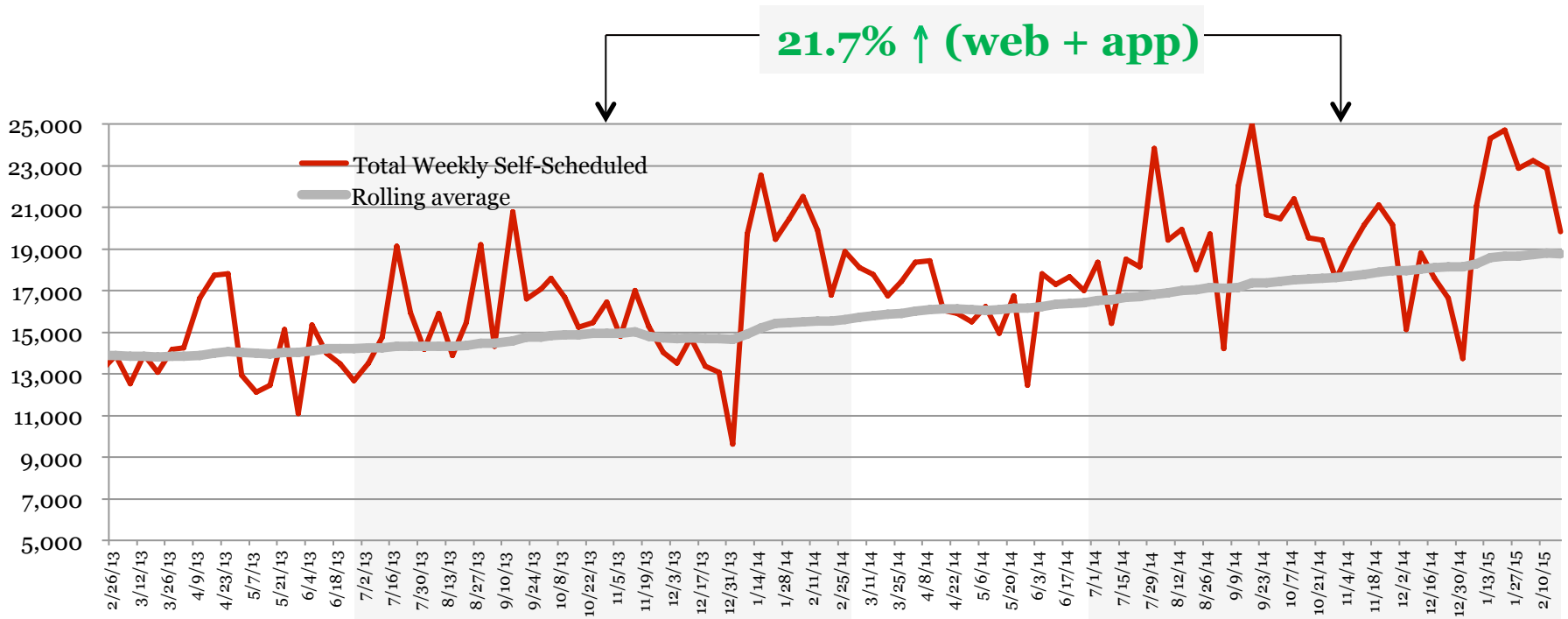
Drive Search Conversion Rate - Mobile



- 11% average mobile conversion rate since site launch
- **Each percentage point increase in mobile conversion rate = 700 incremental monthly appointments**

Measuring the Impact

Digitally Self-Scheduled Appointments (App + Web)



Project Methodology

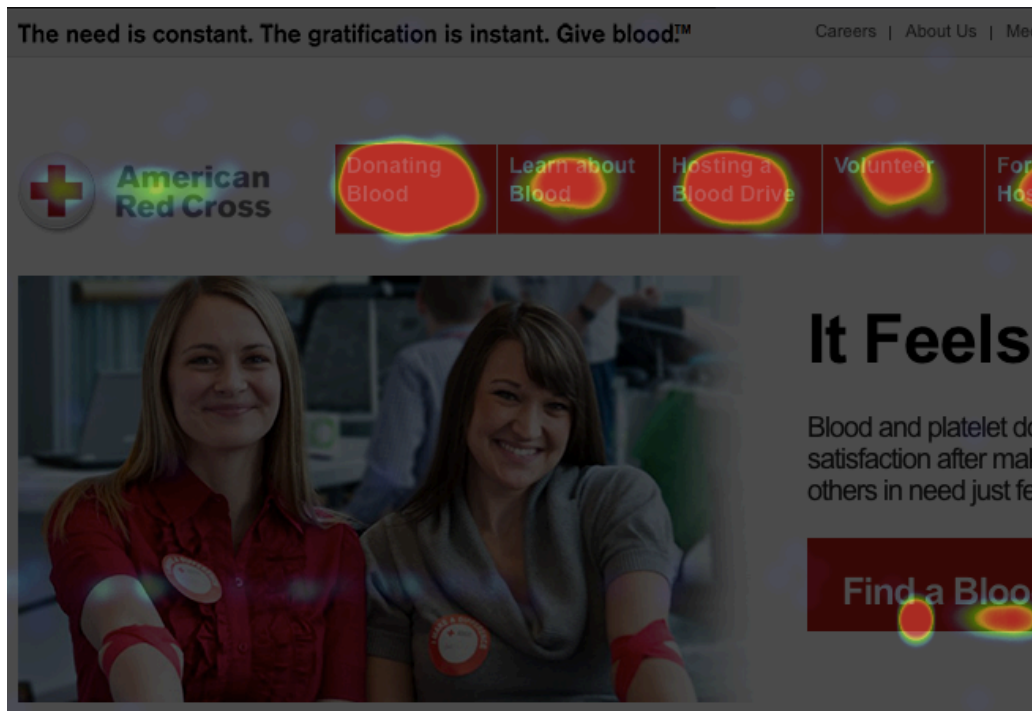
- Data driven, analytical approach
 - Eliminated the guess work and let the data lead the way
 - Data exposed the weaknesses in the experience
 - Focused on high-value constituent segments
- Collaborative partnership
 - Engaged key stakeholders early and often to eliminate surprises
 - Tight feedback loop with quick turnarounds
 - Clear, consistent communication amongst project team and stakeholders (LOB, IT, Vendors, etc.)

Strategy Forward

- Mobile-first mentality
 - Future proof as best as possible
 - Full responsive rather than mobile optimize
- Continue to track, learn and adapt
 - Establish KPIs and monitor closely to identify issues
 - Insure back end tracking supports clear insight into user activity and conversion funnel
 - Actively gather user feedback: heat mapping, surveys, Customer Care
 - Don't stagnate! Testing and optimization to feed future site improvements

Tracking Insights

- Utilize tools such as heat maps to drive insights into user experience and inform T&O road-mapping

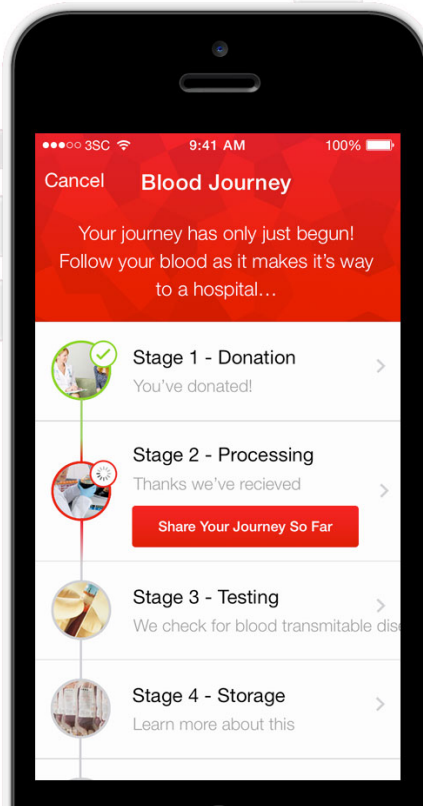


Red Cross Mobile Apps



Our latest App – **BLOOD DONOR**

Find blood drives, schedule appointments, get rewards!



Over 4 million downloads!



Shelter – Find nearby shelters during a disaster



Earthquake - Prepare your family should a disaster strike



Hurricane – Track hurricane projections & receive alerts



Pet First Aid - Learn lifesaving first aid for your furry friend



Flood – Interactive quizzes and advice to prepare your family



Tornado - Receive alerts often times before local warnings



Team Red Cross – Register to become a volunteer



Swim – Get the latest in water safety guidance



First Aid - Expert advice for everyday emergencies



Wildfires – Get the latest state-by-state wildfire news



What we are learning about text / SMS

- \$10 mobile text donation asks raise more money overall (due to increased CVR) than mobile RCO donation asks during messaging campaigns, even though mobile RCO donation asks have a higher AOV
- Segmentation based on prior text donation activity improves CVR
- Geo-targeted preparedness messages are well received
- Trigger based messages develop constituent relationships

What's Next

- Content
- Text as CRM channel
- RCO mobile friendly → Responsive
- Ongoing testing and learning