



## Delivering effective engagements for Age UK supporters with Demographic Data

### About Age UK

Age UK is the country's leading charity for older people, purely dedicated to helping everyone make the most of later life. They focus on providing services and support at a national and local level to inspire, enable and protect the long-term interests of future generations.

Age UK offer free information and advice on topics as diverse as claiming benefits to finding a care home. With a growing ageing population, they play an integral part in helping many of our older generation with their struggles to live comfortably.



### Why Age UK chose CACI's demographic data

CACI's suite of demographic data was chosen by Age UK to help the charity build a deeper understanding of its diverse supporter and customer base; whether they be a donor to the cause, an event participant, product purchaser, or any other relationship holder.

CACI's data is applied to Age UK's customer data allowing them to build an aggregate level customer profiling tool, which reveals an understanding of Age UK's supporters – in particular prevalence and opportunity compared to the UK adult population at large.

The data allows Age UK to see how their customer base is developing over time, whilst also enabling them to understand various supporter groups and identify commonalities and differences to deliver targeted offerings.

### Benefits

- 1 CACI data is key in understanding Age UK's customer segments and bringing the personas to life
- 2 Age UK can profile its diverse supporters and customers and identify commonality and differences to support growth
- 3 Identify Age UK's prevalence and new opportunities through an improved understanding of its customer base in relation to the UK population as a whole
- 4 Age UK can create a targeted communications strategy that improves ROI on its marketing and appeals campaigns



## What Age UK use CACI's demographic data for

Age UK's marketing teams have found Acorn and Fresco data to be beneficial in being able to track ROI against campaigns. The charity's reporting dashboards contain Acorn and Fresco variables, allowing the marketing departments to see the profile of new acquisitions each month, in response to campaigns and appeals.

Acorn and Wellbeing Acorn data is proving particularly useful in mapping supporters. A mapping tool has been designed to compare the make-up of Age UK supporters in the vicinity of local Age UK's with that of the area at large. This allows Age UK to develop an idea of potential reach, the profile of potential supporters and identify growth opportunities.

Acorn and Fresco data has also been essential in a supporter segmentation. The segmentation is based on attitudinal and behavioural data from survey outreach; CACI's data is key to understanding those segments and bringing the personas to life, so Age UK can deliver actionable outcomes from this data insight. Fresco and Acorn variables have been central in modelling the segmentation across the whole Age UK supporter database.

Overall, CACI's suite of demographic data allows Age UK to be smarter in its communications strategy. Having a deeper understanding of its customer base, Age UK can be more considered when planning whom to contact with specific offers that are best suited to each of its customer segments.

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**“CACI's data products are key to unlocking an understanding of our supporters, service users and product purchasers, and plays a vital part in our effective engagement with them.”**

Rajib Majumdar, CRM Insight and Analysis

