



TRENDS IN USER JOURNEYS 2025

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What we'll cover in this session...



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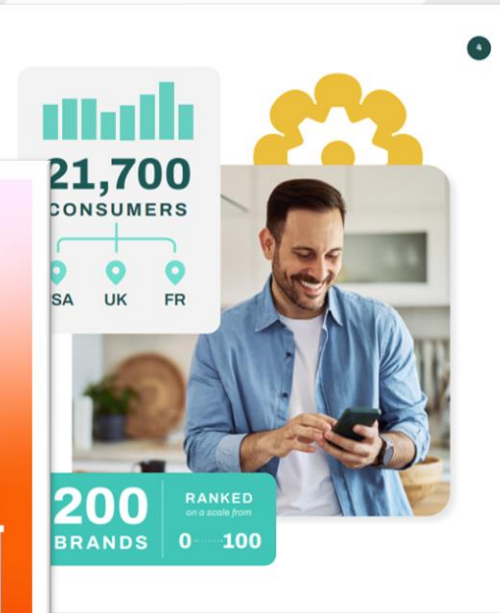
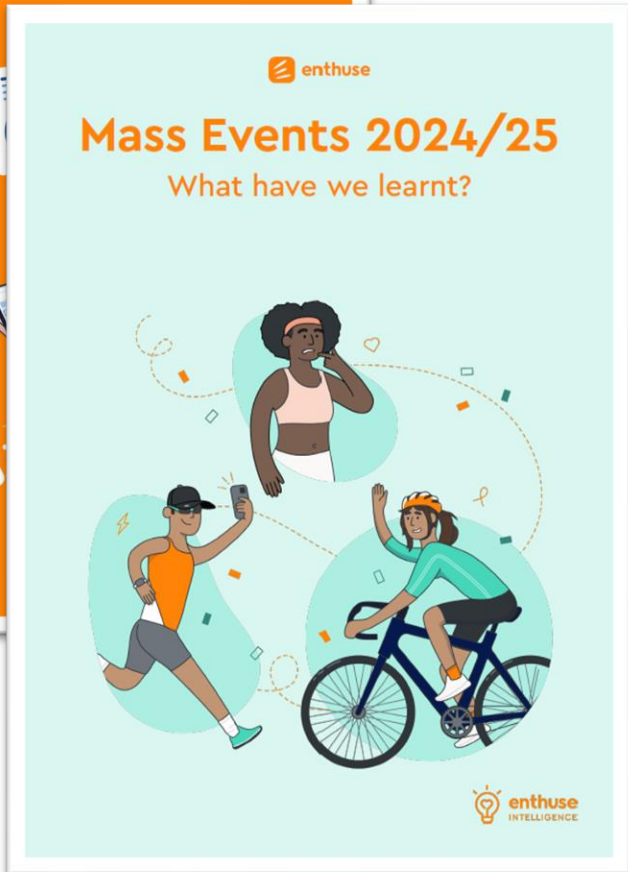
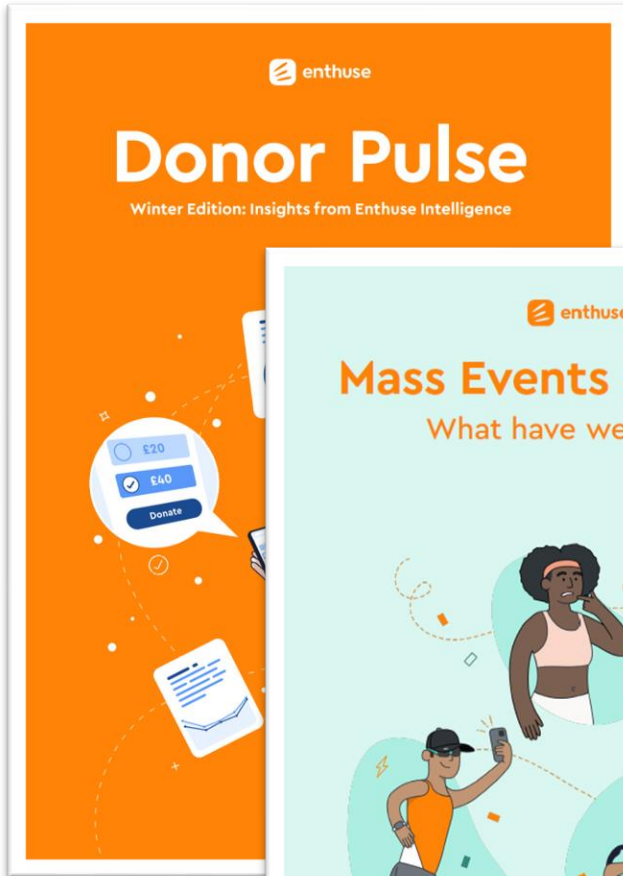
Founder, RedFox Research

1. How customer journeys are changing

1. Connecting experiences across channels
2. Hyper personalisation and AI
3. Data as a valuable commodity

2. Understanding the supporter perspective

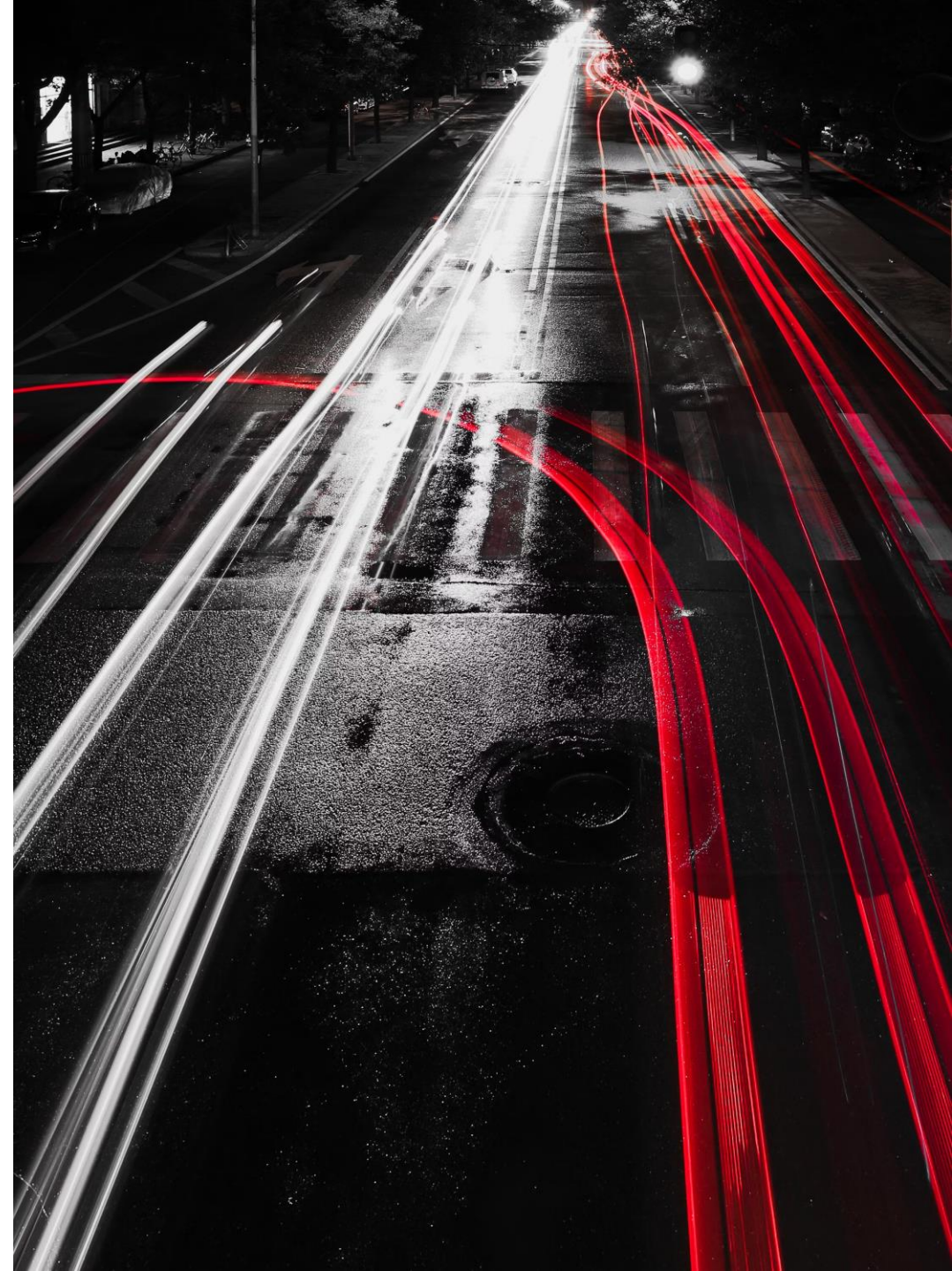
I'll be sharing insights from the Charity Sector and beyond



Customer journeys have changed



I.
**Journeys are no longer linear,
but customers expect them
to be seamless.**



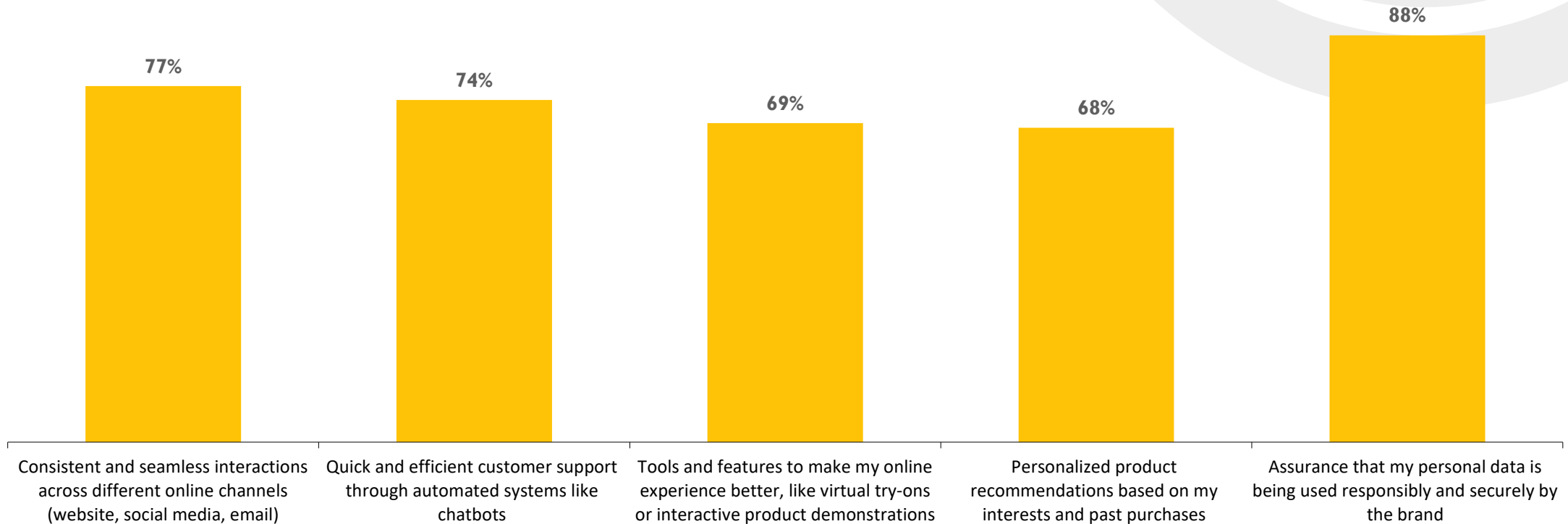
Customers are looking for:

1. **Seamless** journeys across both online and offline channels
2. Personalised content and experiences that recognise **who** they are and **how** they behave
3. Delivered at the **right time**

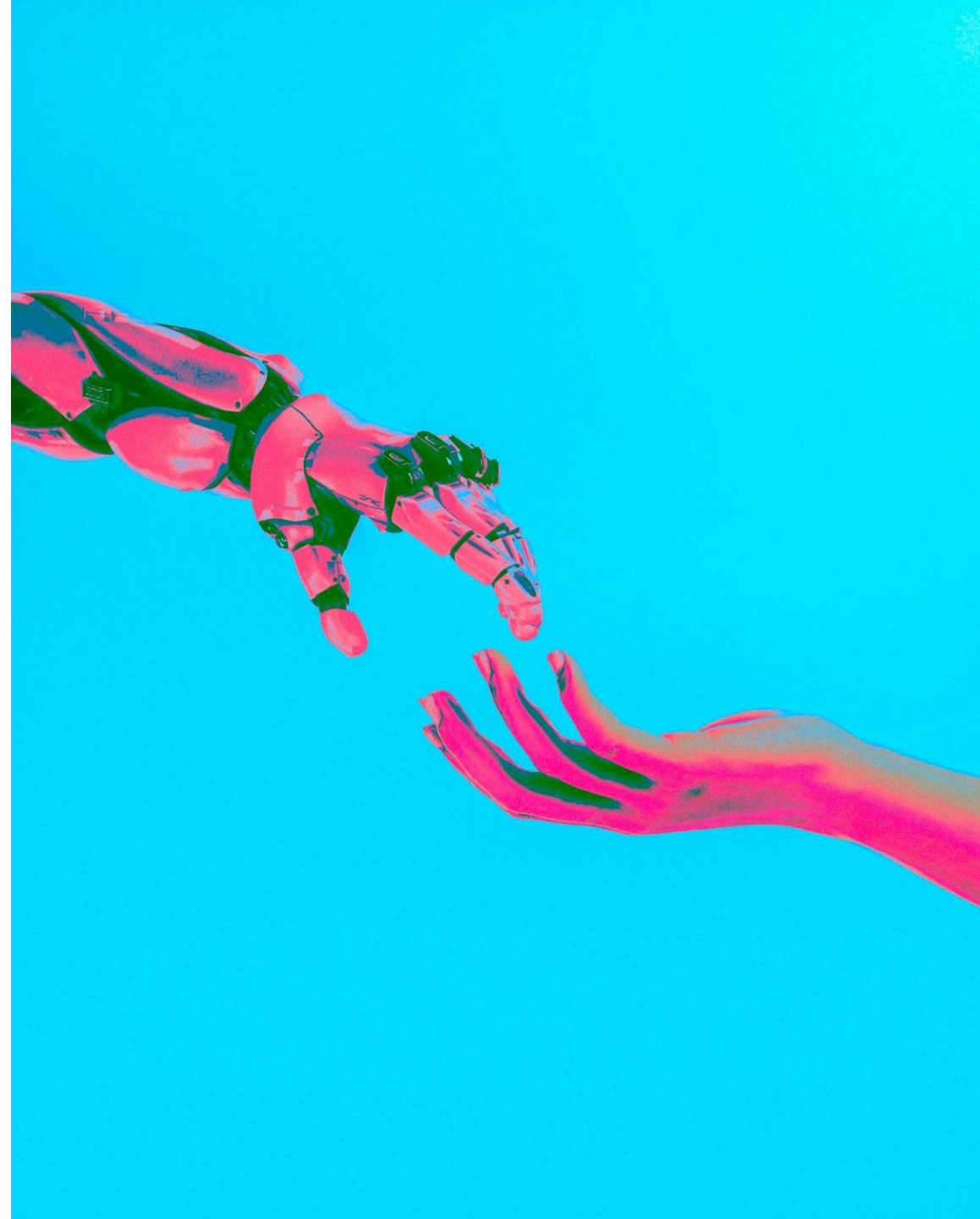


Consumers interviewed in Adobe's Digital Trends survey confirmed that they want to move effortlessly across channels.

When interacting with brands generally, how important are each of the following to meeting your customer experience expectations?
(% consumer who say critically/very important)

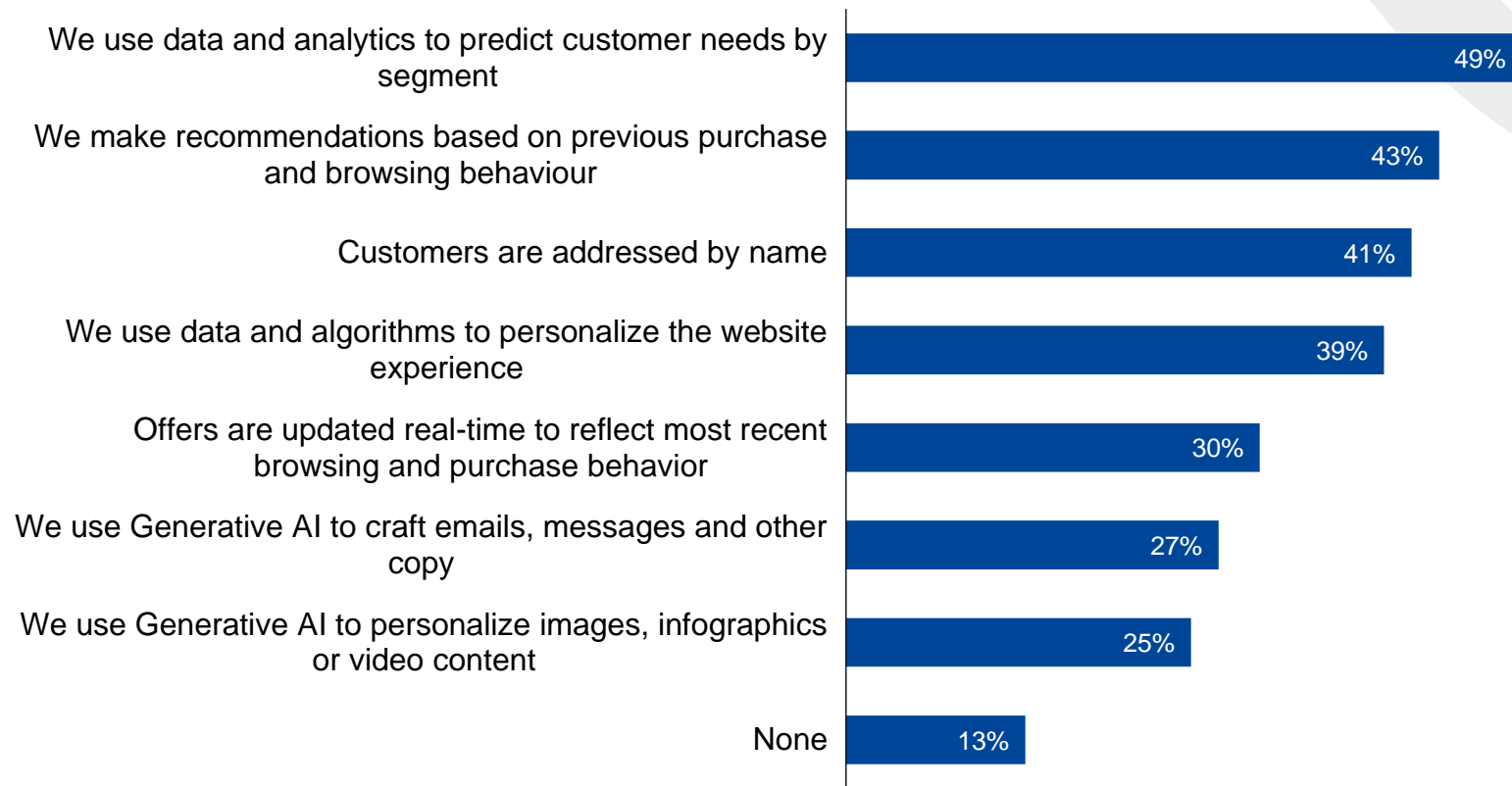


2.
**AI is making
hyper personalization a reality**



Adobe's Digital Trends survey showed that brands are starting to move towards realtime personalization.

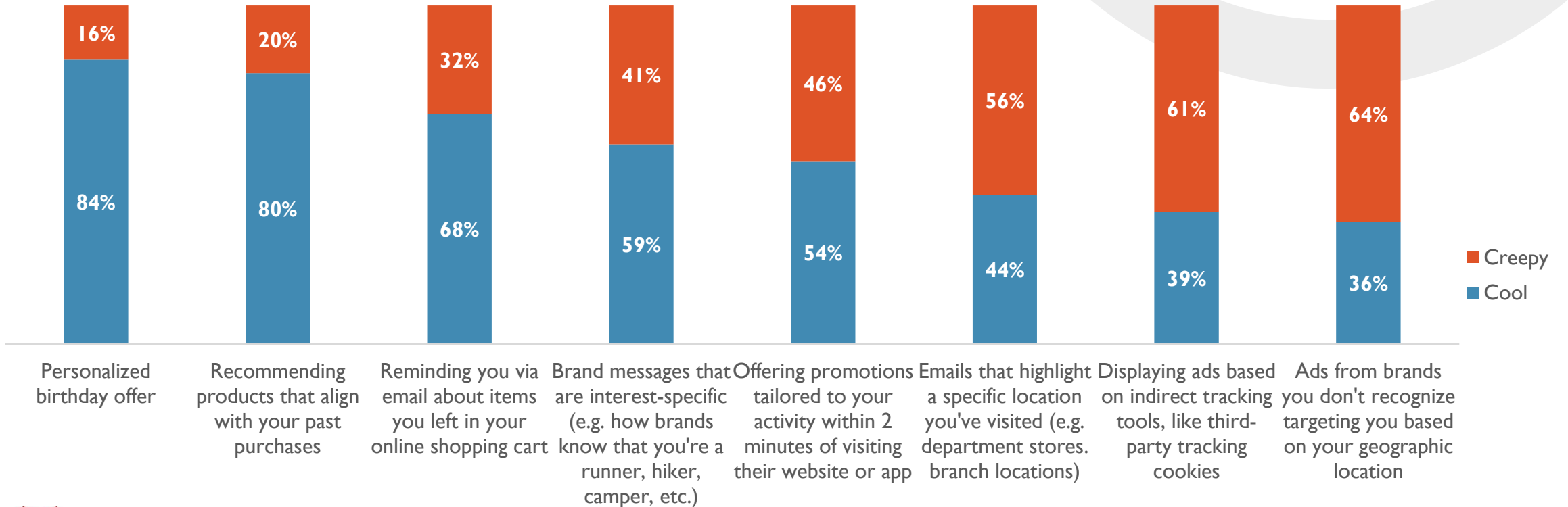
How brands routinely personalize digital content for customers



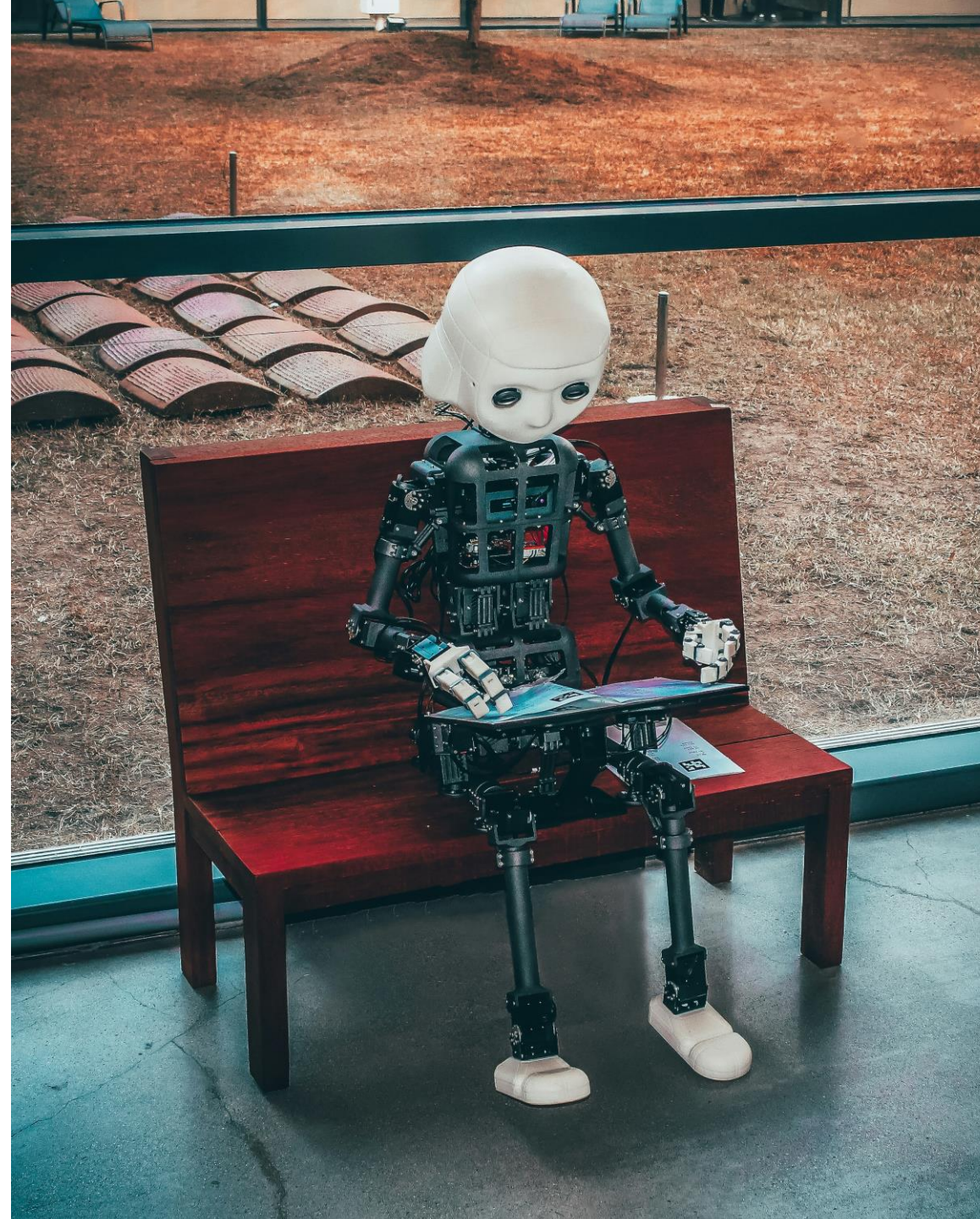
Hyper personalization can start to feel creepy for consumers, especially when it relies on ultra-processed, third party data.



Do you find these brand interactions creepy or cool?

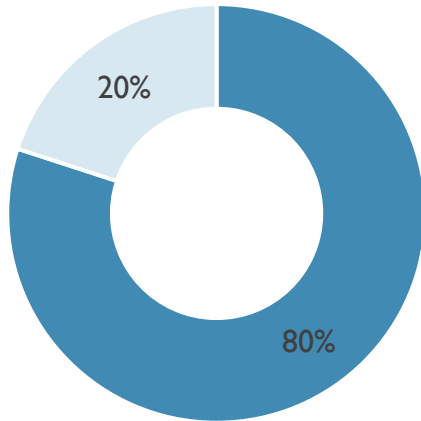


3.
Data has become a valuable commodity – and consumers are starting to understand that.

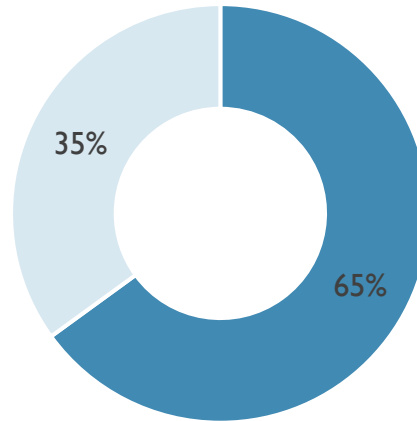


Data: Transparency is everything

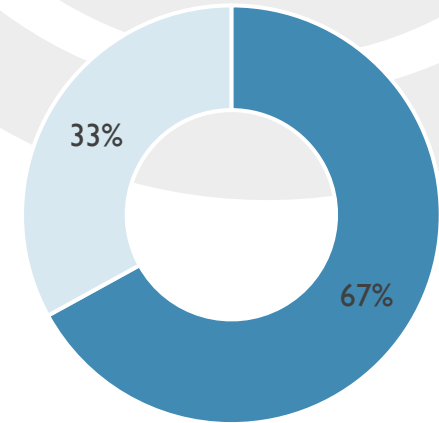
% consumer who agree with statements



It's important to me to know if I am talking to a human or a bot



I am worried about how much data brands hold about me

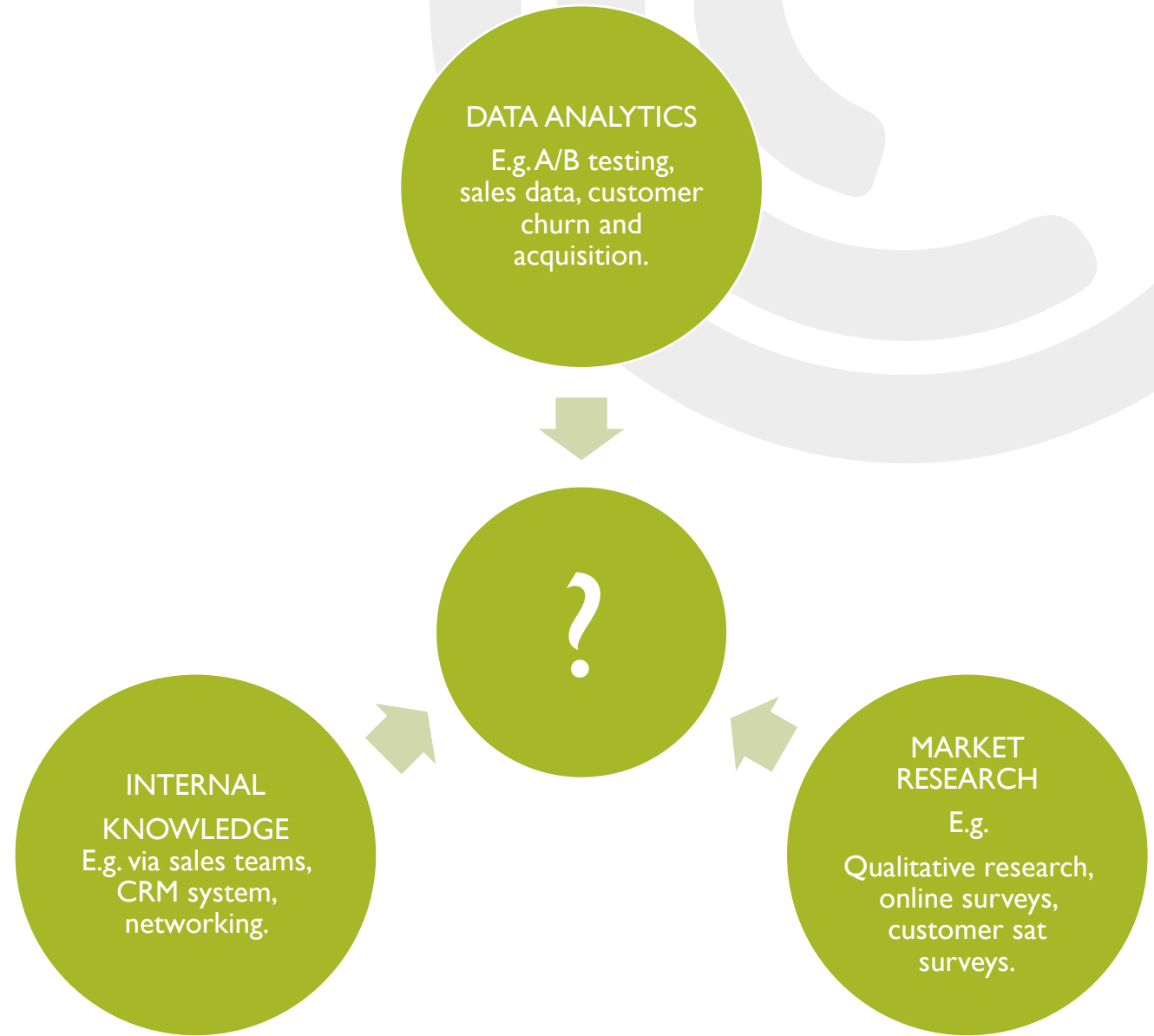


I would be more open to granting permission to use my data if brands were more transparent about how they were using and securing it

Acquiring Data and Insights



Customer insights will come from many sources



The data you hold on donors and fundraiser is only part of the picture.

**External
market
research adds
value because:**

1. It lets us ask “why?”

MR allows us to ask directed questions that will give insights needed to fix problems, flex the current offer and build on successes.

2. It looks beyond current and past donors and fundraisers.

Younger donors and fundraisers have different priorities in terms of causes supported and activities that appeal to them.

3. It’s future-facing and can find the white space.

A/B testing and other internal data can tell you how well what you have tried has landed. But MR can tell you about missed opportunities, and can be used to develop, test and refine new offers.

Research in action

The Enthuse Mass Events Study shows how fundraisers are, in effect, creating mini donor journeys.

Some are more effective at this than others, and charities need to get a better understanding of how this happens at grass roots level so they can better support runners and other fundraisers.

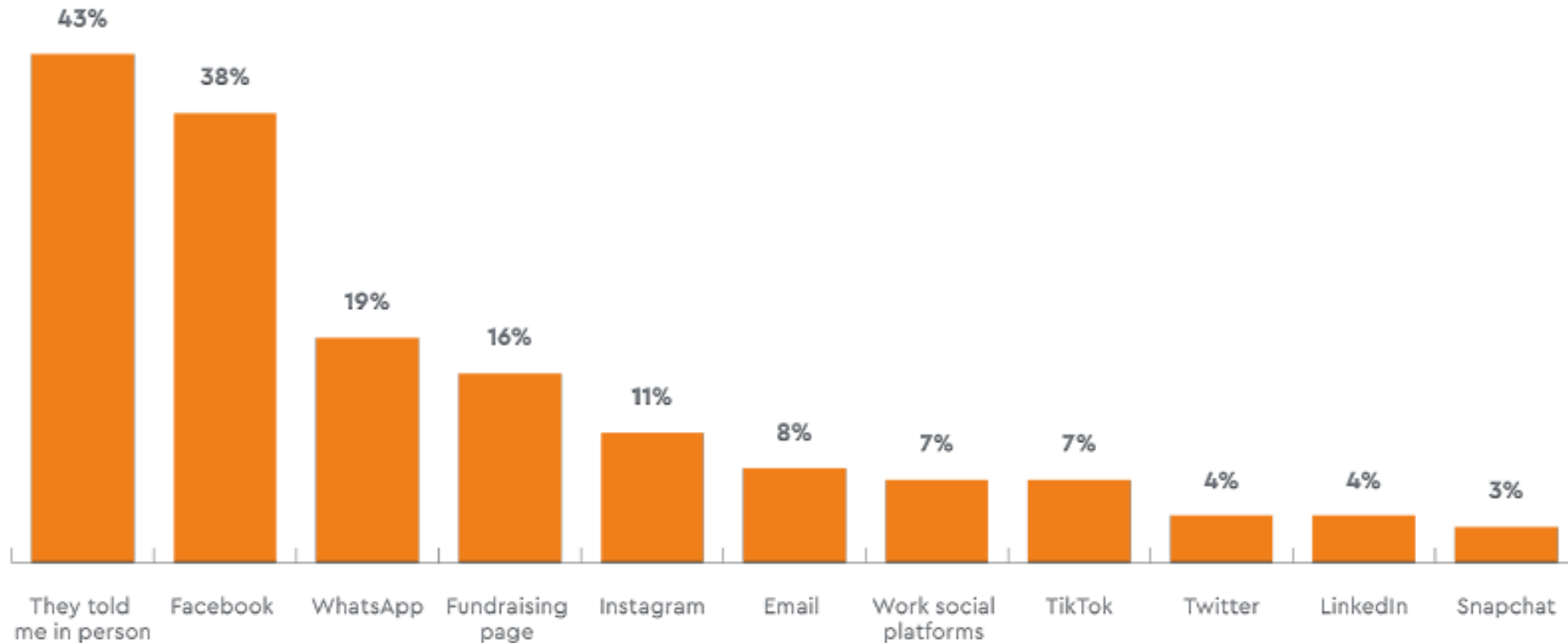


**41% OF POTENTIAL MASS EVENTERS DON'T GET INVOLVED
BECAUSE THEY DON'T LIKE ASKING PEOPLE FOR MONEY.**



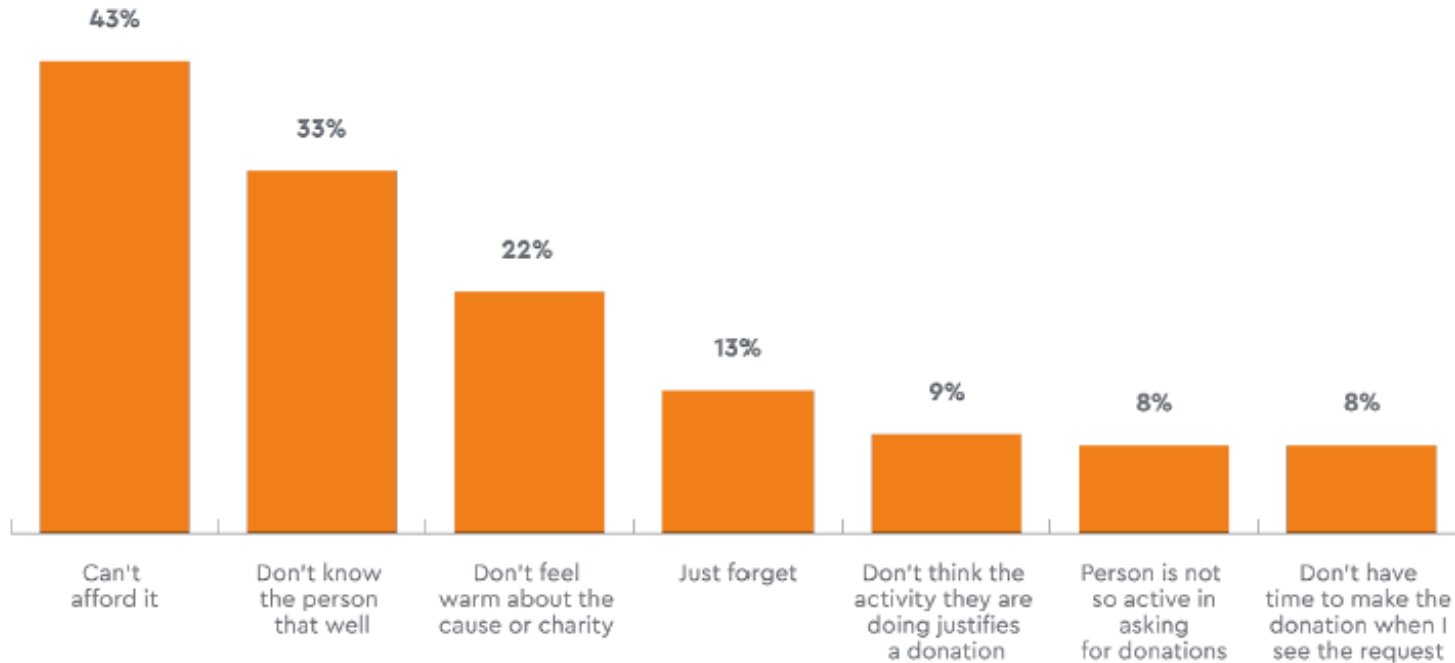
Requests for donation are increasingly digital, removing pressure to respondent immediately

How donors hear about requests



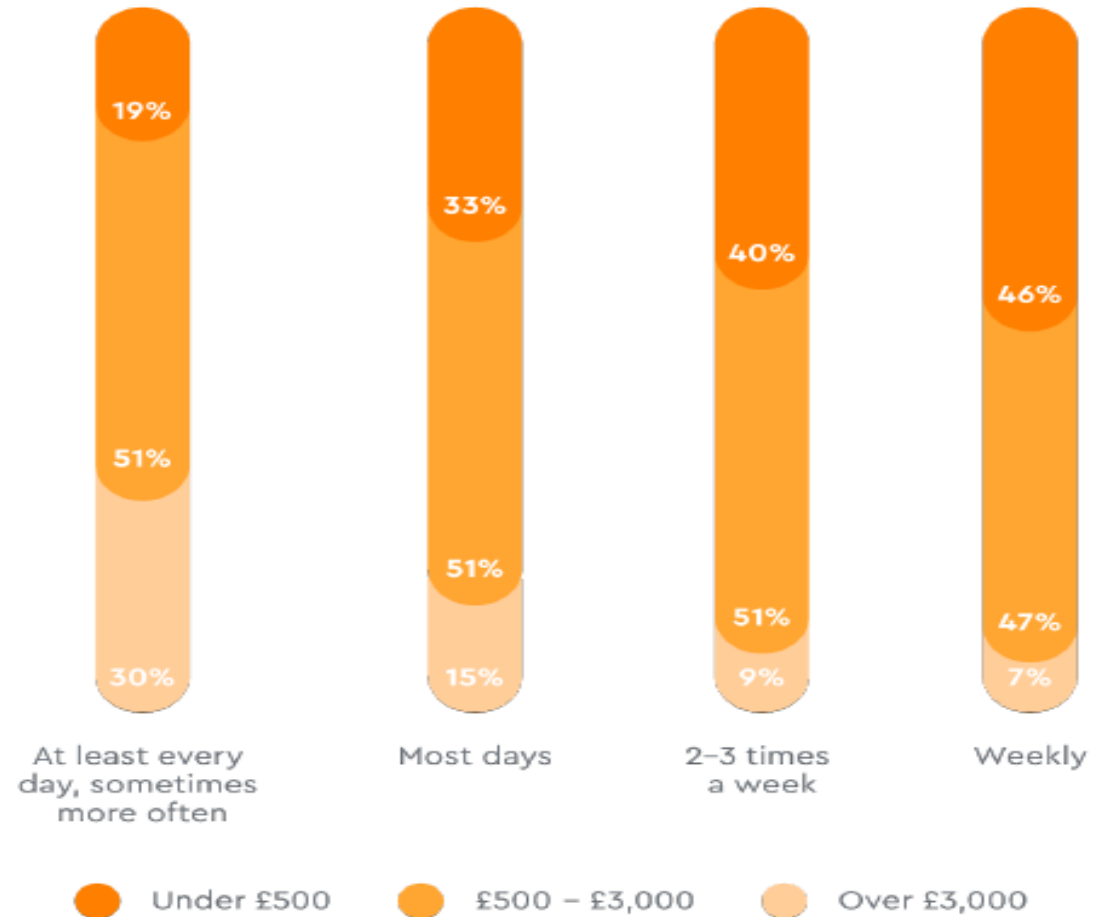
Sometimes supporters don't donate because they simply miss the moment. This is a lost opportunity.

Reasons to not donate



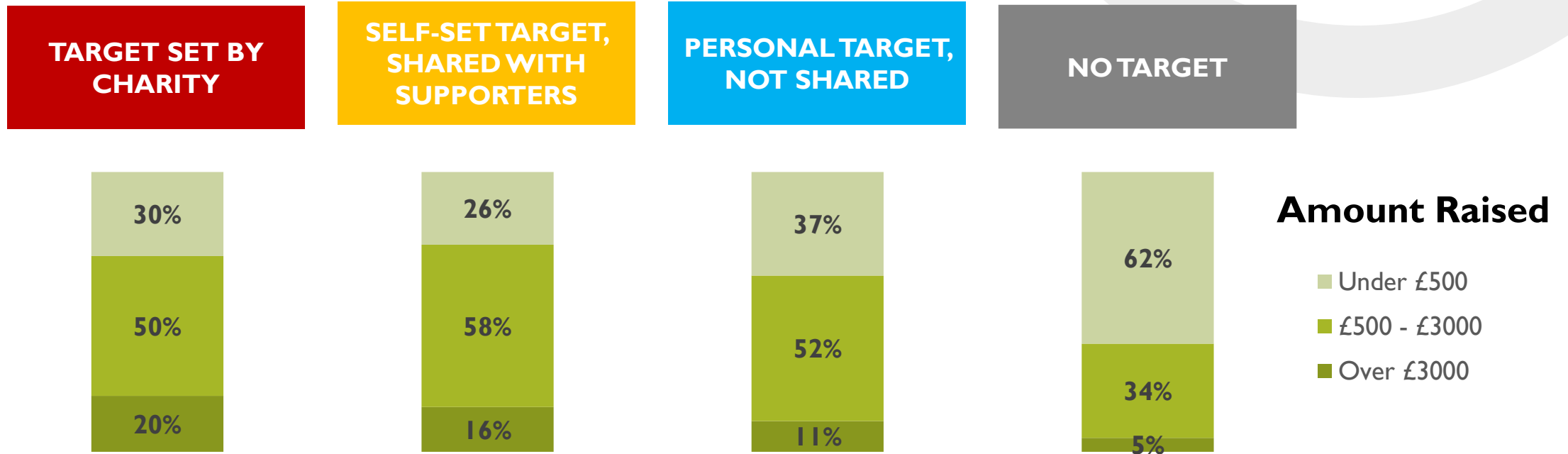
And it's the most active posters who maximize fundraising.

Frequency of posting, split by fundraising effectiveness



Our research showed that fundraisers who commit to a fundraising target raise more money for their charity.




Fundraising Success by Target Set



Creating the Structure for Change: Priorities for 2025



Laying the foundations for hyper personalisation.

-  1. Get customer data in order
-  2. Establish clear policies on data governance to create trust and protect your brand.
-  3. Acquire insights about what donors and fundraisers want from content, experiences and journeys.
-  4. Connect experiences across channels and touchpoints



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