



Unlocking:

# Better Fundraising Insights Through Smarter Marketing Data

Tools, tactics for addressing the  
fundraising data challenge

[digitalninjas.com](https://digitalninjas.com)



# Session Overview

**01**  **THE FUNDRAISING DATA CHALLENGE TODAY**  
The State of Play & Realities | Reporting | The Opportunity

**02**  **WHAT IS SUPERMETRICS?**  
Plain Terms | How to Utilise | Benefits | Seeing The Full Picture

**03**  **SUPERMETRICS IN ACTION**  
Live Dashboard | Reporting

**04**  **LOOKING AHEAD**  
Data Warehousing | LLMs



01 — The State of Play

# The Fundraising Data Challenge Today

# The Current State of Play

The majority of marketing leaders consider ROI as their top priority, with future marketing decisions made based on the data and results of previous campaigns

*This puts pressure on the biggest challenge to marketers, accurately measuring ROI*



36%

Marketers can accurately measure ROI

With 47% struggling to measure ROI across multiple channels

Source: Firework, Marketing ROI Statistics, 2025

# The State of Play

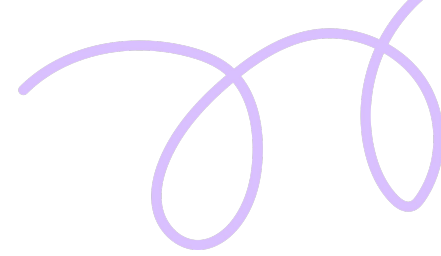
## Data is Everywhere

Every touchpoint is added insight, and attribution is what informs decisions

## Insights Rely on Accurate Reporting

Data-Driven Marketing, so companies that embrace advanced analytics, report 5-8% higher marketing ROI

# The Realities



Reporting is often time consuming and is without actionable outcomes. This puts pressure on the biggest challenge to marketers, accurately measuring ROI

Most organisations don't have the infrastructure in place to properly measure ROI

Multi channel approaches then become unreliably reported on and priorities can become misaligned with the facts

**73%**  
don't have a solid system for  
ROI measurement

# Reporting



## Prioritising your Channel Mix

Bringing all of your data into one place allows for accurate reporting and prioritisation based on reliable results



## Appealing Design

Having a branded dashboard is the standard, and a report that's easy on the eye is easy to read



## Search and Filter

Not everyone will use the dashboard the same, so having filter and search functions makes a universal dashboard adaptable to all



**DIGITAL NINJAS**



## Strength in numbers

Knowing your data is correctly formatted and reliable means strong decision making



## Insightful

Insight driven capabilities through new reporting tools such as AI analysis bring additional insight that updates as your data does



**SUPERMETRICS**

# Reporting

*Balancing raw data with insight*

## Data Tables

**Why do we utilise data tables when we just want to see the top results?**

**Impact:** Showing the full picture highlights individual impact

**Need:** Different stakeholders will have interest in different areas

**Story:** Although not insightful, raw data can still tell a story

## Insight Led Reporting

**How do you quickly pull insight out of a report?**

**Filters:** Filtering tables gives insight based on your hypothesis

**Charts:** Graphs and charts shows first glance insight without need for context

**AI Tools:** AI analysis implemented into reporting gives up to date insight based on your prompt

# Opportunities

*Fragmented channel data can be joined up to build an overall understanding of campaigns and supporters*

## Social Media

Meta, LinkedIn, Reddit, TikTok

## Google

Paid, Grant, Search Console

## Website

Web, Workday, Donation Platform

## Reporting Dashboard

Creatives, Copy, Audiences, Full Picture Reporting

# Opportunities

*Immediate Insights driven from organisational goals and targets*

1. Looking at the performance for each individual asset
2. Analysing what sets each asset apart from the next
3. Why is performance different between demographics
4. What do the top performing assets all have in common
5. Summarising the image styles and reporting on each



1. Setting a prompt to analyse the image and categorise it as a text based image or person focused image, whether it's a researcher or a person receiving treatment, or even if the overall tone of the image is upbeat or melancholic.
2. Updating the report and getting insight on which creative style is performing for each ad group and utilising filters to see which other ad groups fall in this category

# Opportunities

## Setting an ROI Structure

Setting up a reliable structure that pulls your data sources together to report simultaneously across the same metrics and dimensions

## Capturing Accurate ROI

Formatting data sources to universally report in the same format every time. Requiring the user to only set the date range to see their ROI



02 — Your Tools

# What is Supermetrics?

# Turning Chaos into Clarity



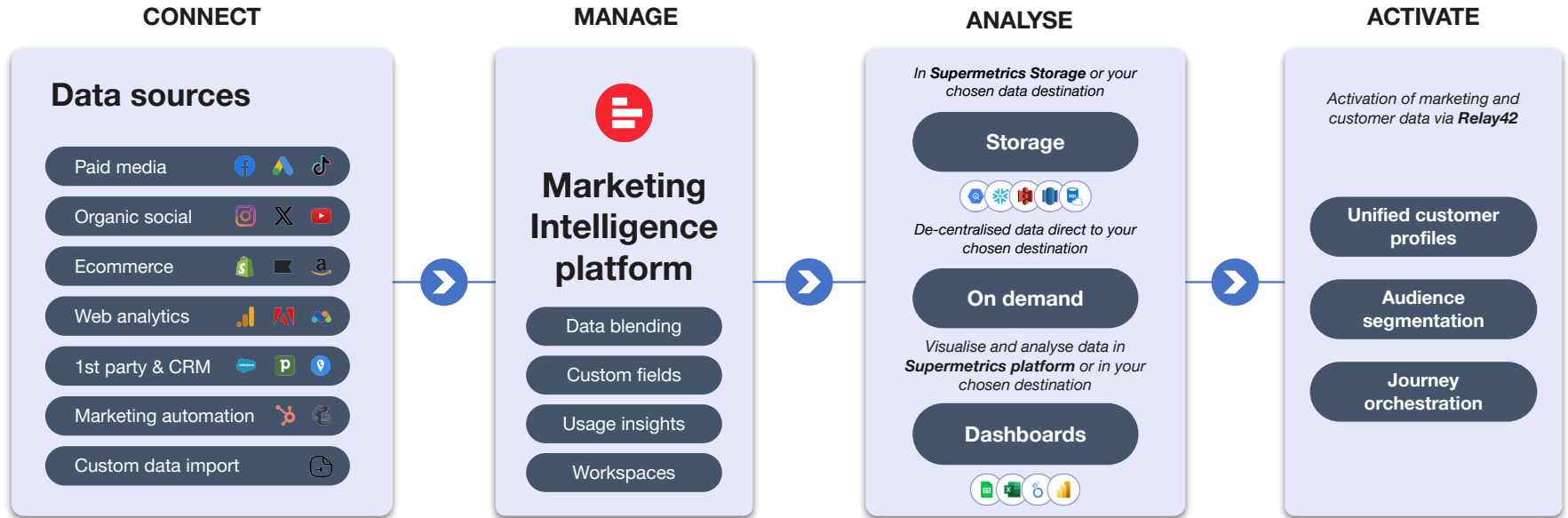
**230%** data volume  
increase since 2020

**2.5** quintillion  
bytes daily

**15,000+** marketing  
tools

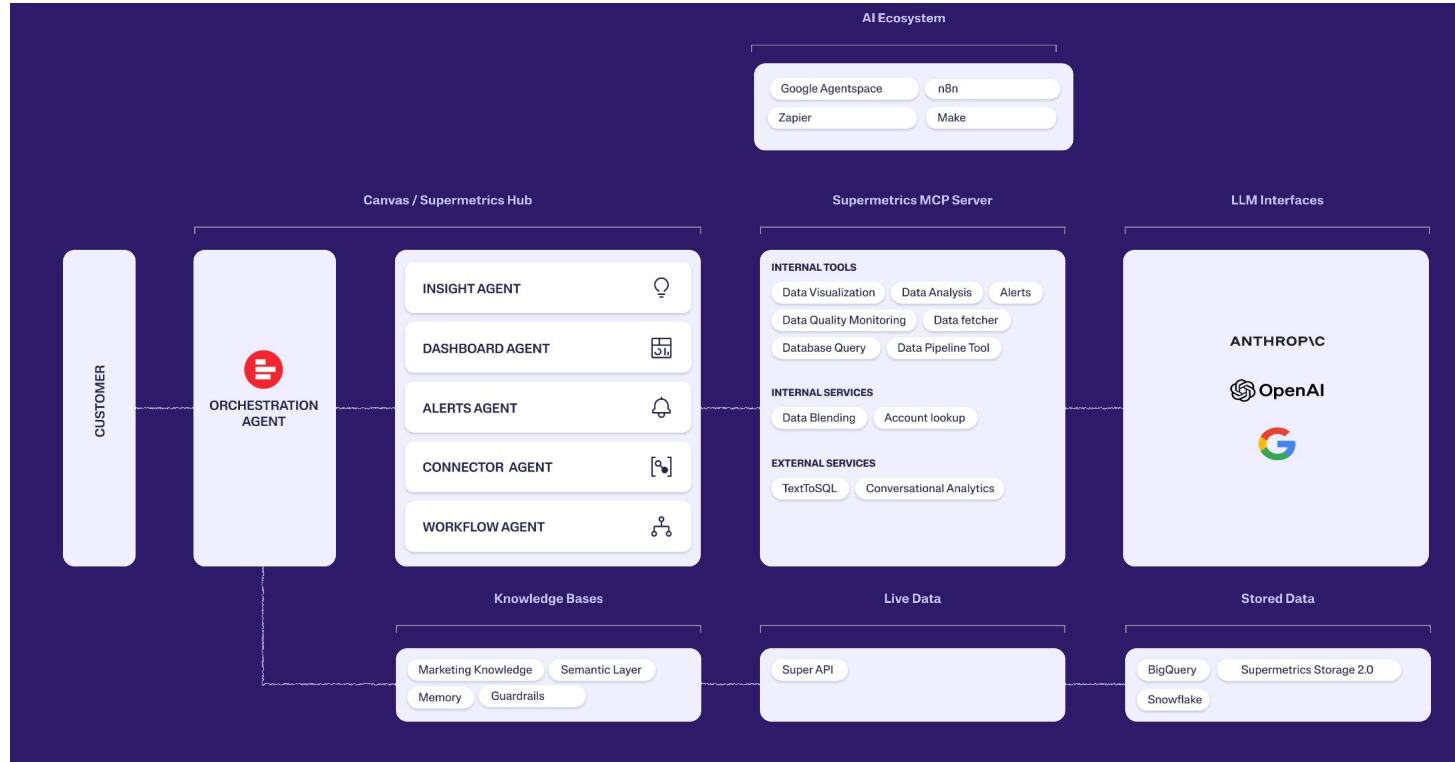
# The Engine Behind Digital Ninjas

Connect, manage, analyse and activate your marketing data – all from one place.



# Supermetrics AI Architecture

A modular and composable architecture that automatically chooses the optimal tool set for each business goal





03 — In Action

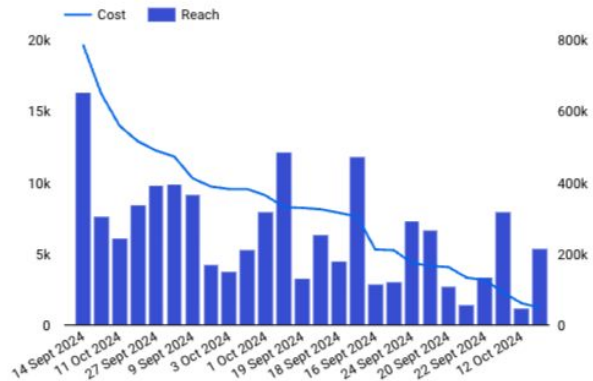
# Supermetrics in Action

# AI Image Analysis

- Use labels to categorise images
- AI applies labels to avoid subjectivity
- Analyse assets across multiple channels

Overall view of how the creatives are performing. Use Image Properties to the right to filter view based on AI output for each creative to gauge performance.

## Account Overview



## Image Properties

Image Label

Dark Or Light

Contains People?

## People present in Images

People?	Count	CTR%	CTR	Conversions
Yes	29	0.11%	0.17%	4.2k
No	10	0.12%	0.14%	1.7k

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## Dark vs Light Images

Image Type	Count	CTR%	CTR	Conversions
Light	24	0.1%	0.13%	3.3k
Dark	15	0.13%	0.21%	2.6k

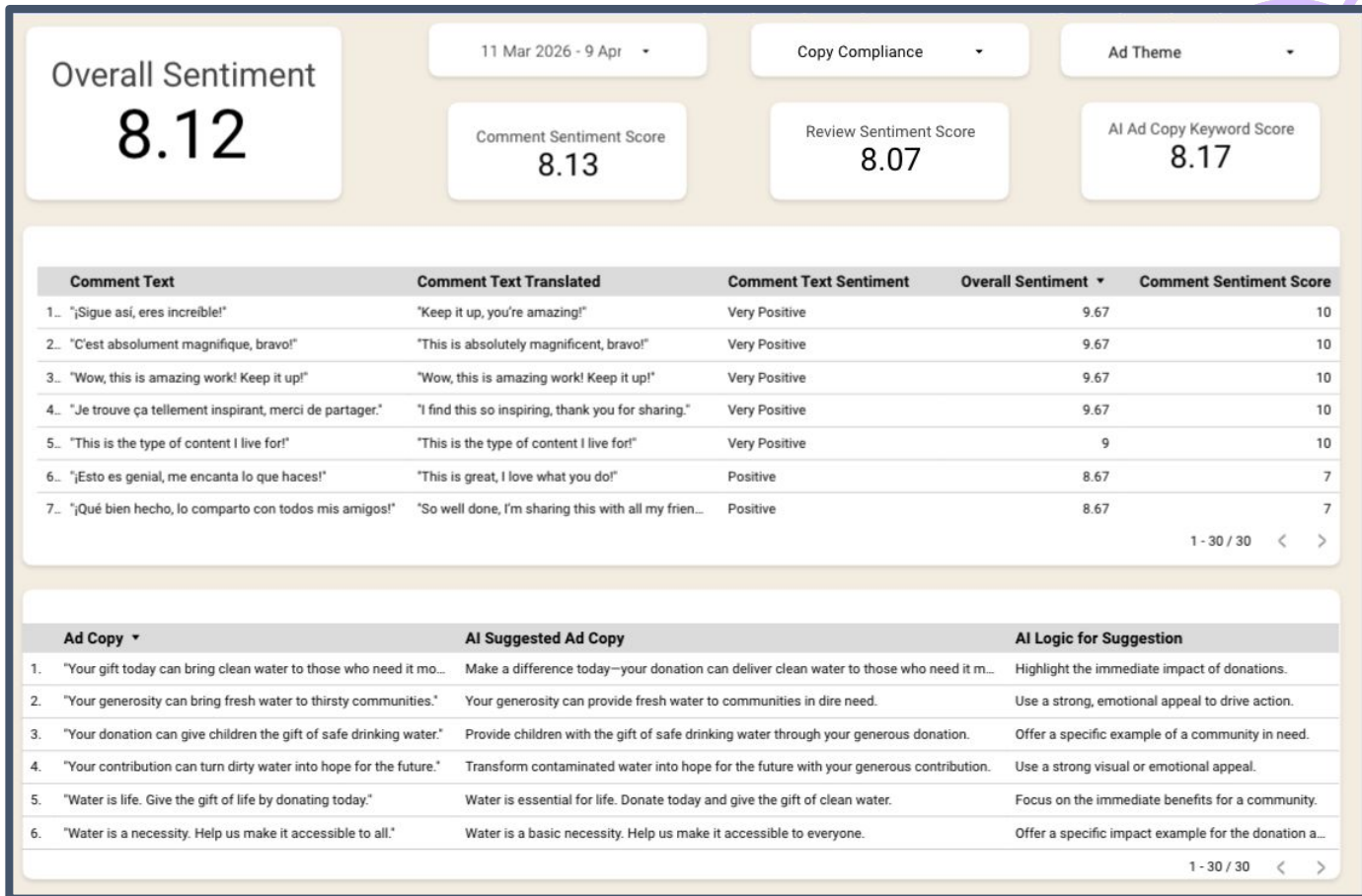
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## Campaign Results sorted by Clicks

Campaign	Image	Image Label	Reach	Spend	Clicks	Likes	CTR%
1. F_EMEA_summer24_PPC_Aqu ametrics		Cloud; Sky; Atmosphere; Mountain; Highland; Lava; Atmospheric phenomenon	121,040	5,277 €	990	3,255	0.15%

# AI Text Analysis






- Analyse sentiment across thousands of posts
- Quickly spot negative feedback and address issues before they escalate
- Use positive trends to help future campaign development



# Creative Pruning

- See image performance across channels
- Use data to help determine which assets to prune and which to iterate.

## Worst Performing Ads *scroll to see bottom 20 in Ascending order*

Source	Campaign	Image Name	Image Picture	Budget	Impressions	CPM	CTR	CPC	CPA	ROAS
META	F_UK_summer24_PPC_Aquametrics	Light32		5.54k €	979.3k	9.77 €	0.09%	10.75 €	43.02 €	0.09
META	F_EMEA_fall24_PPC_Aquametrics	Dark30		7.88k €	973.4k	9.36 €	0.04%	23.99 €	95.96 €	0.16
META	F_UK_fall24_PPC_Aquametrics	Dark29		6.24k €	994.2k	6.6 €	0.09%	7.38 €	29.51 €	0.18
META	F_NORD_fall24_PPC_Aquametrics	Light31		3.09k €	359.5k	19.86 €	0.19%	10.35 €	41.39 €	0.22
META	F_US_summer24_PPC_Aquametrics	Dark21		2.41k €	408.3k	10.8 €	0.2%	5.38 €	21.51 €	0.33

## Best Performing Ads *scroll to see top 20 in Descending order*

Source	Campaign	Image Name	Image Picture	Budget	Impressions	CPM	CTR	CPC	CPA	ROAS
META	F_US_b2s24_PPC_Aquametrics	Light1		2.33k €	985.1k	1.26 €	0.04%	2.82 €	11.26 €	8.05

# Creative Fatigue

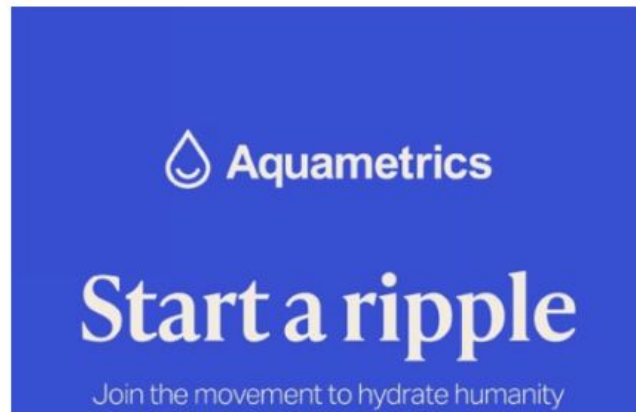
- Breakdown asset performance across channels
- Use performance metrics such as CPA, CPC, CTR to identify trending performance
- Filter by creative name to hone in on specific creatives

Creative name

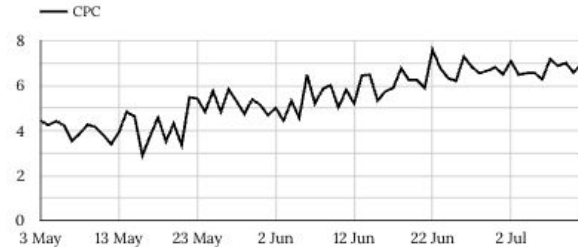
## Creative performance

Creative name	CPA (All time)	CPA (Last 7 d...	CPA (Last 30 ...
start_a_ripple-low...	\$19.84	\$23.64	\$19.39
start_a_ripple_wh...	\$20.19	\$21.44	\$20.67
every_drop_count...	\$24.12	\$17.92	\$18.74
every_drop_count...	\$19.9	\$19.74	\$20.37

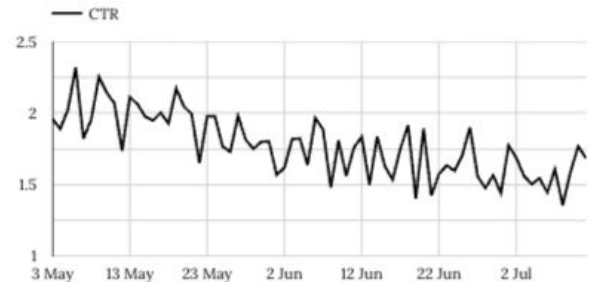
## Creative URL



## Cost per Click (\$)



## Click Through Rate (%)



# Audience Segment Analysis

- Track audience performance across channels
- Identify audiences with potential to scale and those which should be pruned

## Google Ads

Campaign	Cost	Impressi...	CPC	CTR	CPA
G_GLO_BOFU_PHIL	\$49,770.97	100,604	7	0.071	\$68.9
G_ROW_BOFU_ENV	\$33,846.57	77,336	6.61	0.066	\$80.03
G_ROW_BOFU_SOCO	\$32,504.33	49,916	11.88	0.055	\$87.66
G_GLO_BOFU_ENV	\$32,247	77,583	4.67	0.089	\$39.33
G_CA_MOFU_GCIT	\$26,731.24	69,525	5.55	0.069	\$103.83
G_GLO_BOFU_GCIT	\$25,383.57	566,197	7.98	0.006	\$113.78
G_CA_BOFU_PHIL	\$23,767.36	53,651	4.19	0.106	\$37.57

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## Facebook Ads

Campaign	Cost	Impressi...	CPC	CTR	CPA
F_CEU_BOFU_PHIL	\$7,328.2	359,585	7.21	0.003	\$43.43
F_CEU_All_SOCO	\$7,279.55	11,199,001	0.45	0.001	\$2.68
F_APAC_All_PHIL	\$4,712.27	3,303,302	0.13	0.011	\$2.7
F_CEU_All_ENV	\$3,168.28	3,942,520	0.61	0.001	\$19.35
F_GLO_BOFU_ENV	\$2,186.35	67,886	4.97	0.006	\$73.02
F_GLO_BOFU_SOCO	\$2,170.32	51,419	6.22	0.007	\$99.19

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## Snapchat Ads

Campaign	Cost	Impressi...	CPC	CTR	CPA
S_USCA_BOFU_ENV	\$36,743.96	130,453,200	0.26	0.001	\$13.3
S_CEU_TOFU_ENV	\$27,042.19	2,326,083	3.97	0.003	\$202.75

Audience

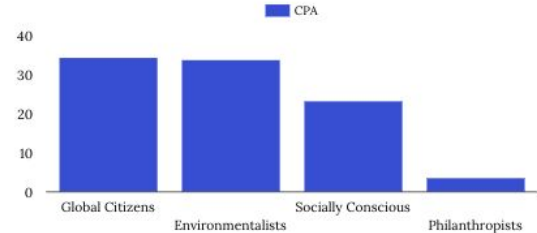
Region

## Cross-Channel Performance

Data source	Campaign	Cost	CPA
Google Ads	G_USCA_MOFU_PHIL	\$18,136.63	\$0.7
Snapchat Ads	S_USCA_BOFU_PHIL	\$7,881.18	\$1.04
Facebook Ads	F_GLO_BOFU_PHIL	\$1,094.51	\$1.76
Facebook Ads	F_GLO_All_GCIT	\$1,010.81	\$2.11
Snapchat Ads	S_USCA_BOFU_GCIT	\$3,440.66	\$2.29

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## Audience CPA (\$)

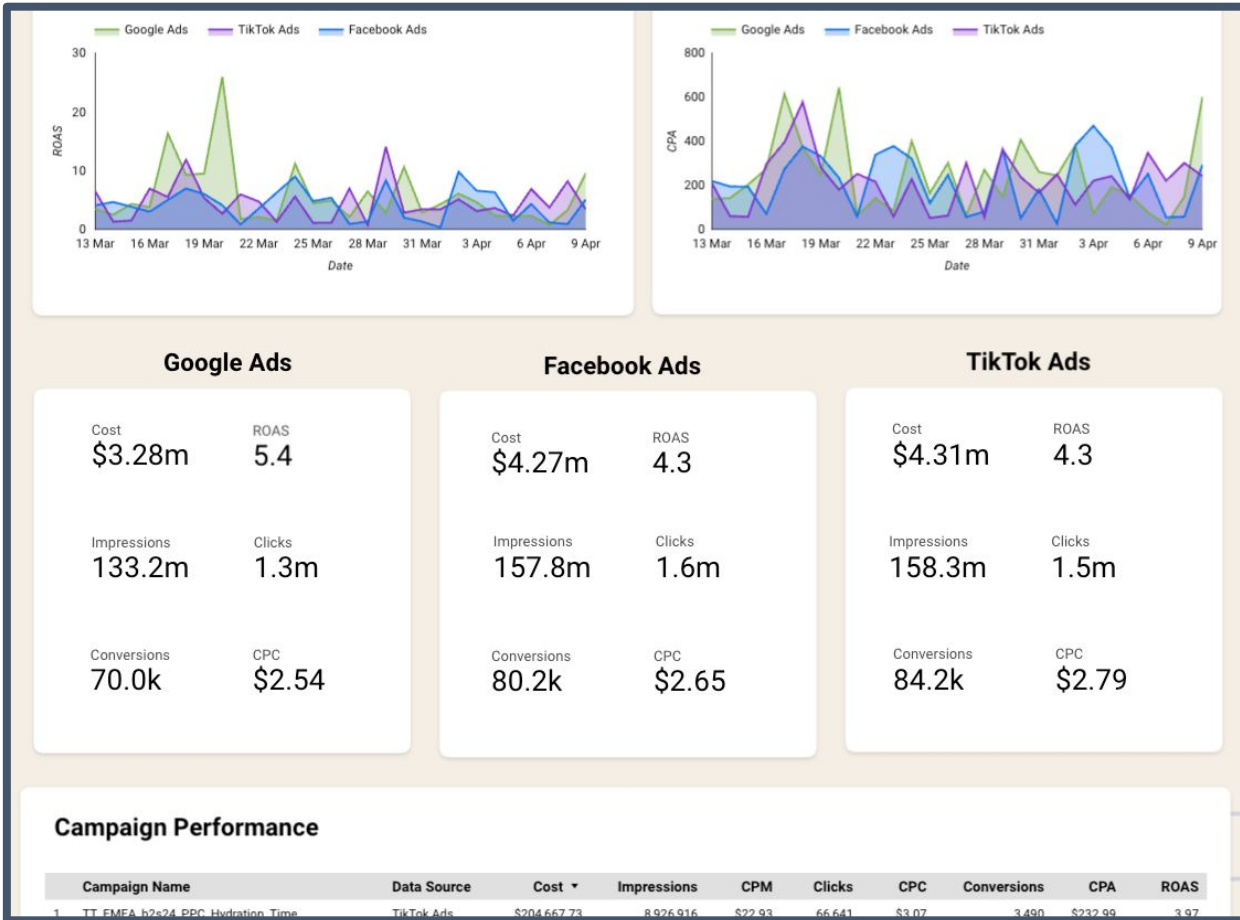


## Audience Cost



# Cross Channel Analysis

- See cross-channel performance in a central place
- Use data to help allocate budget based on performance

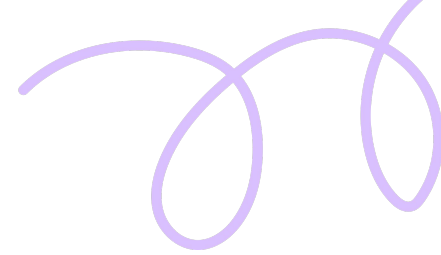




04 — Future Planning

# Looking Ahead: Data Warehousing

# Data Warehousing



## Database

- Stores one source of data
- Contains only mutually related data
- Small to medium storage capacity
- High storage cost

## Data Warehousing

- Stores many sources of data
- Contains cross-channel & cross-department data
- Small to large storage capacity
- Low to medium storage cost

# Benefits of Data Warehousing



## Single Source of Truth

All marketing data is in one location



## Speed

Unlike databases, complex queries can be processed in a matter of seconds  
Analytics tools like Looker, Tableau can visualise data in real-time



## Full Ownership of Data

Data retention policies (i.e. GA4, Meta) won't impact your ability to analyse historical data

# When to Consider Data Warehousing

*There are many reasons why you may consider data warehousing, but two common ones are below:*

## Your Business is Growing in Size/Complexity

**Inadequate current tools** - Slow loading or crashing analytics tools is impacting data

**Visibility** - Multiple stakeholders need access to data & insights

**Increased marketing activity** - You want to better understand the *overall* impact of new channels/increased spend

## The Need to Better Understand Results

**Change in leadership** - New leaders may want to better understand the value of marketing

**Unfavourable market** - Clearer insights to help understand where to 'cut the fat'



05 — Future Planning

# Looking Ahead: LLMs

Chat Cowork

Supermetrics MCP testing

Test Supermetrics MCP

Used Supermetrics integration, loaded tools >

The Supermetrics MCP is working perfectly! Here's a summary of the test results:

✅ All tools responding correctly

`get_today` — returned the current UTC date/time: April 14, 2026.

`data_source_discovery` — returned the full catalog of **166 data platforms**, including your authenticated connections:

- Google Ads ( `AW` ) ✅ Authenticated
- Facebook Ads ( `FA` ) ✅ Authenticated
- Facebook Insights ( `FB` ) ✅ Authenticated
- Google Analytics ( `GAWA` ) ✅ Authenticated
- Google Sheets ( `GSCC2` ) ✅ Authenticated
- X Organic ( `TWO` ) ✅ Authenticated

The MCP server is fully operational. You can query data from any of those authenticated sources, or connect additional ones at [hub.supermetrics.com](https://hub.supermetrics.com). Want me to run a sample data query against one of them?

↓

Get me a cross channel analysis between Google Ads and Facebook Ads on a

Reply...

+ Sonnet 4.6

Claude is AI and can make mistakes. Please double-check responses.



06 — Summary

# Better Fundraising Insights Through Smarter Data

# Summary



## Full Picture Insights

Setting a reporting and data structure that allows for accurate insights across channels and departments



## Streamline Processes

Utilise Supermetrics to transform data & avoid manual processes



## Data Warehousing

Consider data warehousing to ensure data ownership & faster reporting

A large, light gray, circular graphic of a ninja's head is centered on the page. The ninja has a white mask with two large, round eyes. To the right of the head, there are three leaf-like shapes representing a ponytail.

Food & Drink Break



Thank you.

Any Questions?

[digitalninjas.com](https://digitalninjas.com)

