



FIREFLY
PARTNERS

Using Constituent Behavior to Improve Content and Communication

GOOGLE ANALYTICS | CONTENT STRATEGY | USER TRAINING

The Story

The Center for Reproductive Rights (CRR) believes that access to reproductive health care is a fundamental human right. They work tirelessly around the world to transform the reproductive rights landscape. Since 2012, CRR has trusted the Firefly team to work by their side, providing the right combination of innovative ideas and technical support to help them grow an engaged base of supporters. A few of the goals for our partnership:

- Use Google Analytics to gain a deeper understanding of CRR's audiences and what interests them.
- Make informed changes to email segmentation and action alert process based on supporter behavior.
- Document processes for the CRR team and provide training resources to increase their confidence in using digital marketing tools.

Partnership Highlight

The goal of our Google Analytics work with CRR is to give them insight into who their constituents are and how they interact with the organization in the digital world.

Analytics data such as audience demographics, referral sources, search terms, and most-trafficked pages give them information they can use to create content that is highly relevant to their supporters.

Pageview statistics show them where to strategically highlight events and fundraising campaigns where they're most likely to be seen.

CRR uses UTM codes to see what content is resonating via email and social media. And, Firefly installed tracking code on forms, sign-up pages, and lightboxes to help CRR learn which traffic sources are most successful in converting visitors into subscribers.

As Firefly develops new forms, pages, and integrations, we create documentation that helps the staff remain confident in their ability to spring into action as needed.

Analytics data have been useful to CRR for tasks such as email list segmentation, conditionalizing content, and simplifying their action alert process.

About Firefly

Firefly Partners specializes in creating tailored digital solutions for progressive nonprofits. Our commitment to social good is matched by an open, collaborative, and client-first approach. We define needs, design solutions, and deliver results that help organizations reach their goals. www.fireflypartners.com