Case Study: Compassion International

Compassion International is a child sponsorship and Christian humanitarian aid organization that aims to positively impact long-term development of children living in poverty, globally.

Compassion International wanted to increase the scale of their efforts to support more than 200 million children living in poverty in the countries they serve through partnerships with over 8,000 local churches in 25 countries around the world.

To unleash the potential of their global supporter base, the organization needed to engage its supporters through their passions, talents, and other assets. Compassion leveraged the NetBase Quid platform to analyze supporter surveys and call center data, measure the impact of key social media influencers, and understand the external social and economic forces impacting their supporter base and growth objectives worldwide.

Expanding their Global Reach

Compassion had to shift from a traditional fundraising model and transform itself into a ministry to deliver meaningful experiences for their partners around the world. The organization coordinates donations from 14 participating countries, operates childhood programs in 25 impoverished countries (including Bolivia, Colombia, Mexico, Haiti, and Kenya), and involves more than two million participants, from infants through young adults, in its programs.

While Compassion’s local entities used basic social marketing platforms primarily for operational purposes, Compassion needed to build out deep social listening capabilities to address:

- How were delivering on their brand promise “known, loved, and connected”?
- How could they gain a better understanding of the external environment and emerging forces impacting their global supporter base?
- How could they effectively understand the impact of their new brand identity, brand platform
- How best to measure their brand positioning and voice

Reinventing the Brand

Introducing a new brand platform and visual identity is not easy. Their global partners are set up like a franchisee model with each having their own supporter base and often operate under their own brand name, contextualizing their message to the needs of the children in those local communities. Compassion needed to establish a new set of brand metrics, re-evaluating positioning & brand voice.
Delivering on the Brand Promise

The first question Compassion needed to answer was “how do we deliver on our brand promise without first knowing our supporters on a deeper level?”

Compassion began by analyzing surveys and call center data to organize and interpret supporter feedback. The organization uploaded primary research data and responses from open-ended survey questions networks to understand key themes important to their global supporter network.

The organization then monitored the general conversations & interests of a “Compassion-aware audience” on social media. By analyzing the followers of the @compassion twitter channel, their analytics team uses this audience as a “focus group”, searching online conversations by custom, keyword-based themes to gauge their audience’s reaction to topics of interest.

Extending their Reach with Influencers

Beyond their own followers, Compassion also wanted to understand a broader audience based on post/author attributes that best align with their brand values and interests in order to discover social media influencers and develop a “prospect audience” for concept testing & analysis.

While Compassion gives influencers a good amount of autonomy, they needed to ensure influencer content was delivering truthful and consistent messaging so it could intervene when necessary to correct messaging that could cause audience confusion.

These insights identified specific influencers/influencer types best aligned with their mission and those with a successful track record of audience engagement, empowering Compassion to invest in building deeper relationships and channeling more ministry resources towards high-performing groups to increase global brand awareness, audience engagement, and support for their mission.
Success and Going Forward

The rebrand was a success. Compassion uses the NetBase Quid platform to track its global participation & overall campaign performance with regular reports shared with its global partners.

“We couldn’t have made this organizational shift without NetBase Quid. The breadth and depth of the NetBase Quid platform empowered our Insights Hub to better understand our supporter base, measure our brand voice and brand promise globally.”

As their maturity with the platform develops, Compassion plans to develop curated, theme-based reports for special requests across the organization to track broader trends including Political Polarization, Nationalism, Secularism and their impact on the brands mission and message.
NetBase Quid is the next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market.

The platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering our brand, agency and consulting services customers to make smart, data driven decisions accurately, quickly and efficiently.