

Case Study: The Hospice Lottery Partnership



The Hospice Lottery Partnership (HLP) are a collection of 7 partner hospices based around Hertfordshire Bedfordshire, Buckinghamshire and Berkshire providing a weekly lottery and annual Superdraw to raise funds for care services.

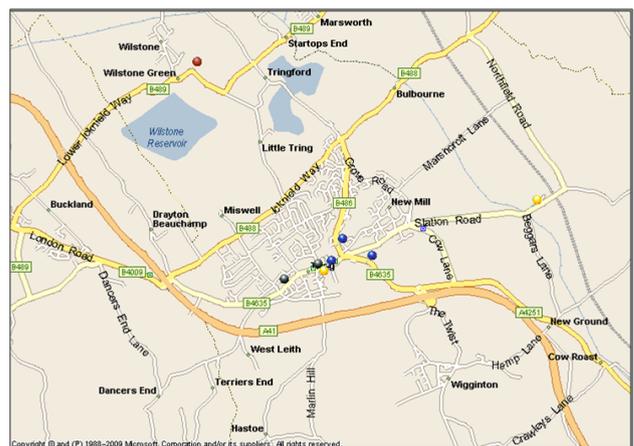
Analysis Marketing have been helping HLP maximise the value of the player data providing analysis and reporting.

Prior to working with Analysis Marketing the information HLP had available was generally top level information (overall sales/cancellations each week) and getting any more detailed information was difficult and time consuming.

Analysis Marketing used the raw data available to HLP as a starting point and from this have built an automated reporting suite which enables HLP to understand player activity in much greater detail.

As well as detailed views of the data, the suite also includes the ability to interactively query information held on players to drill down in to certain levels that may be of interest e.g., Ticket Sales last week by region / canvasser, Sign-up payment method etc.,

In addition to the reports, Analysis Marketing have also added a range of maps enabling HLP to visualise where acquisition activity is strongest and identify areas within their catchment area that are most suitable for activity.



Example Map: Pin Colour could be used to represent sales volume in week / Sales Agent responsible etc.,

As well as analysis and reporting, Analysis Marketing have worked with HLP on a variety of projects around data cleaning, deduplication as well as Cold mailing and reactivation campaigns.

Analysis Marketing work with clients in a range sectors including Media, Financial Services, Online and Healthcare. Contact us for a no obligation discussion about how we can help you get more from your data.

“Analysis Marketing have helped us to gain a much more detailed understanding of our player base.

They have also become an important part of our marketing strategy with involvement in all areas of the Marketing life-cycle”

*- Belinda Ellis
Sales and Business
Manager
The Hospice Lottery
Partnership*

