FY2122 Fundraising & Newcomer Experience Pilot Project:

"Create an account" Invitations on Fundraising Thank You Pages and Thank You Banners

Newcomer experience pilot

Fundraising

Account creation

Activation

Retention

During this project, we leveraged existing fundraising activities to ask readers and donors to create accounts.

Our hypothesis: if we encourage donors and readers to create accounts, they will try editing and contribute in a constructive way.

Definitions

- **Thank you page =** the confirmation page that online donors see immediately after completing a donation. [Preview](#)

- **Thank you banner =** banner that the fundraising team sometimes runs after a major campaign. Its purpose is to thank the readers, donors, and editors. It usually has a non-monetary ask such as taking a survey, visiting a website, etc. Examples: [Survey](#), [Wikipedia 20](#), [Create an account](#).

- **Constructive activation:** an account is constructively activated when that person edits within 24 hours of registration and that edit is not reverted within 48 hours

- **Landing page users**: unique views of the customized Create an account page

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01

Thank you page

Thank you page = the page that online donors see immediately after completing a donation, preview

Thank you page summary

- **Action:** Add a primary *Try editing Wikipedia* invitation link (CTA) onto the Thank you page (donation confirmation page) inviting donors to create an account.
- **Objective:** Donors in Latin America, India, and South Africa learn that they can contribute to Wikipedia, are prompted to begin contributing and to create an account to have access to the newcomer experience.
- **Hypothesis:** If we encourage donors to create accounts (and encounter the Growth features) immediately after donating on the Thank You page, they will try editing, and will contribute in a constructive way.
- **Goals:**
  - 5% of donations that see the TY Page with a primary CTA create accounts
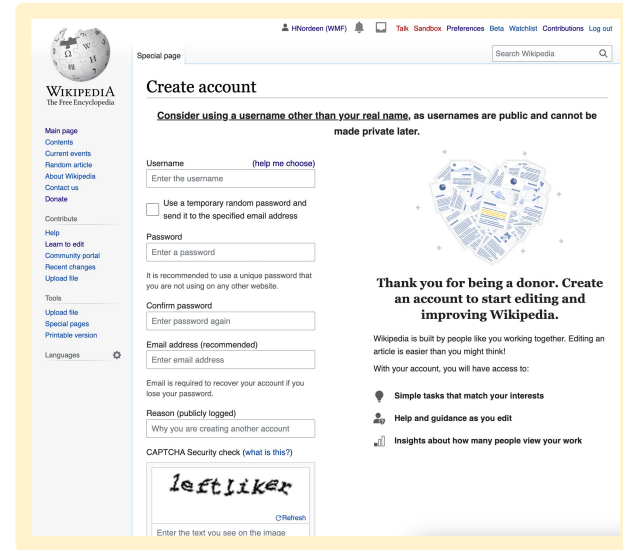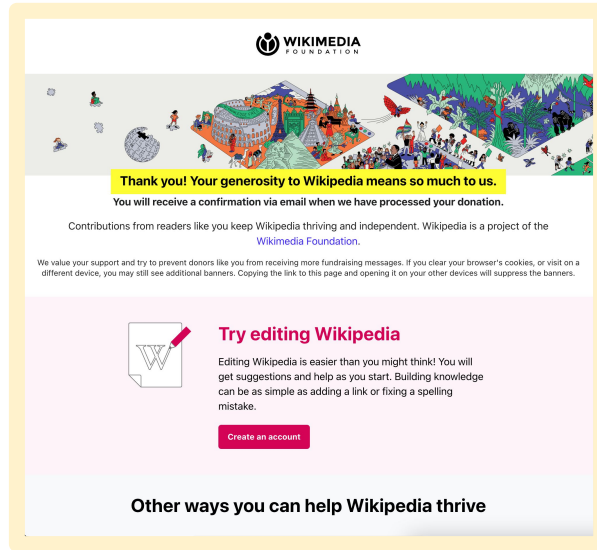 - 22% of the accounts created make a first un-reverted edit (i.e. "constructive activation")

Example thank you page flow (Desktop)

Reader in country **donates** through a fundraising banner or email →

Reader sees Thank You Page (confirmation page) with "Try Editing Wikipedia" link and **clicks** "Create account" →

Reader is taken to custom landing page and **creates account** →

Reader lands on donor-specific Newcomer homepage and can start setting preferences and **editing** (visual on next slide)

Example: newcomer homepage

Thank you page timing: May 23 -June 28, 2022

- The invitation to edit was added onto the Thank you page prior to fundraising campaigns in Latin America, India, and South Africa on May 23.

- **Dates of 2022 campaigns where donors saw the thank you page invitation**

  - South Africa fundraising Banners on en.wikipedia - May 23 to June 20
  - Latin America fundraising Emails - May 23 to June 27
  - Latin America fundraising Banners on es.wiki, en.wiki, pt.wiki - May 31 to June 28
  - India fundraising Emails - May 24 to June 27
  - India fundraising Banners on en.wikipedia - May 31 to June 28

- **Language flow**: if a donor received a Spanish fundraising email or donated from a banner on Spanish Wikipedia, they were directed to the Spanish thank you page, and invited to create an account and use the growth tools on the Spanish Wikipedia.

Please note: these slides only cover the dates May 23-June 28 during the campaign traffic, but the invitation to edit is still live on the Thank you pages

Thank you page: topline results

832,809 Total donations

Percent of donations | Percent of preceding level

64,126 **Landing page users** 7.7% | 7.7%

28,933 **Registrations** 3.5% | 45.1%

1,339 **Constructive activations** 0.16% | 4.6%

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Constructive activation: defined as editing within 24 hours of registration and that edit not being reverted within 48 hours

Thank you page metrics by country

Markets	Estimated click-through rate (% of donations that clicked on CTA)	Registration rate (% of donations that created an account)	Activation rate (% of registrations that activated)
South Africa (en)	4.3%	2.4%	6.7%
India (en)	8.9%	3.8%	4.6%
Latin America (en)	12.3%	6.6%	2.1%
Latin America (es)	3.9%	2.3%	6.7%
Brazil (pt)	1.4%	0.8%	8.2%
Total	**7.7%**	**3.5%**	**4.6%**

Total registrations: 28,933
Total activations: 1,339

*Time bound to campaigns: May 23, 2022 18:15 UTC - June 28, 2022 at 16:00

Thank you page: goal **& actual**

Account creation

Goal:

5%

of unique people who see the TY Page with a primary CTA create accounts.

Actual:

3.5%

of unique people who saw the TY Page with a primary CTA created accounts.

Activation

Goal:

22%

of accounts constructively activate (make a first un-reverted edit)

Actual:

4.6%

of accounts constructively activated.

Thank you page: findings

- Around 7% of donors in these markets show interest in editing immediately after donating, based on the estimated click-through rate from the Thank you page.

- 45.1% of users who reached the landing page created an account. This is a low bounce rate compared to what we've seen from other channels. Nearly half of donors who clicked *Create an account* on the TY Page stayed on the registration page and successfully created their account.

- Those who create an account right after donating are less likely to start editing than organic registrations. Only 4.6% of accounts created started editing within 24 hours of creating their account. This is much lower than the organic activation rate which is estimated to be between 26-36% on these wikis.

- The "Try editing Wikipedia" CTA has a lower completion rate than the donor survey currently on our Thank you page.

- **Although we came in below our target metrics of 5% account creation rate and 22% activation rate, adding this invitation onto the fundraising thank you page is a low-cost way to bring in new editors, with minimal risk.**

Thank you page: next steps

- Add *Try editing Wikipedia* invitation link onto Thank you pages in other established fundraising markets.

- Continue to monitor and explore ways to re-engage the readers who signed up as part of this first cohort

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02

Thank you banner

Thank you banner = banner that the fundraising team sometimes runs after a major campaign. Its purpose is to thank the readers, donors, and editors. It usually has a non-monetary ask such as taking a survey, visiting a website, etc. Examples: Survey, Wikipedia 20, Create an account

Thank you banner summary

- **Action:** Run banners that invite anonymous readers on Wikipedia to create an account and edit ([example](#)) after the fundraising campaign concludes
- **Objective:** Wikipedia readers in our target markets learn that they can contribute to Wikipedia, are prompted to begin contributing and to create an account to have access to the newcomer experience.
- **Hypothesis:** If we encourage readers to create accounts through banners, they will try editing and contribute in a constructive way.
- **Goals:**
    - 0.01% of impressions create accounts.
    - 10% of accounts make a first un-reverted edit (i.e. "constructive activation").
    - Revert rate of edits is under 30%.

Example thank you banner flow (Mobile)

Reader sees Fundraising banners on Wikipedia during the campaign

During the week immediately following the campaign, reader in India sees a Thank you banner and clicks on CTA

Reader is taken to custom landing page and creates account

Reader lands on Newcomer homepage and can start setting preferences and editing

Thank you banner timing: June 21 - July 6, 2022

The thank you banners ran for 1 week, limited to 1 impression, following the banner fundraising campaigns in South Africa, Latin America, and India.
Dates and traffic levels varied by campaign:

- **South Africa:** Thank you banners on en.wikipedia - June 21 - June 28 at 100% traffic
- **Latin America:** Thank you banners on es.wikipedia, en.wikipedia, pt.wikipedia - June 29 - July 6. The banners started at 10% traffic, then en and pt increased to 100%, and es up to 20%.
- **India**: Thank you banners on en.wikipedia - June 29 - July 6. The banners started at 10% traffic, then ramped up to 100%

Language flow: if a reader was on Spanish Wikipedia, they saw a Spanish language banner that linked to the Spanish account creation page, and so forth.

Thank you banner: topline results
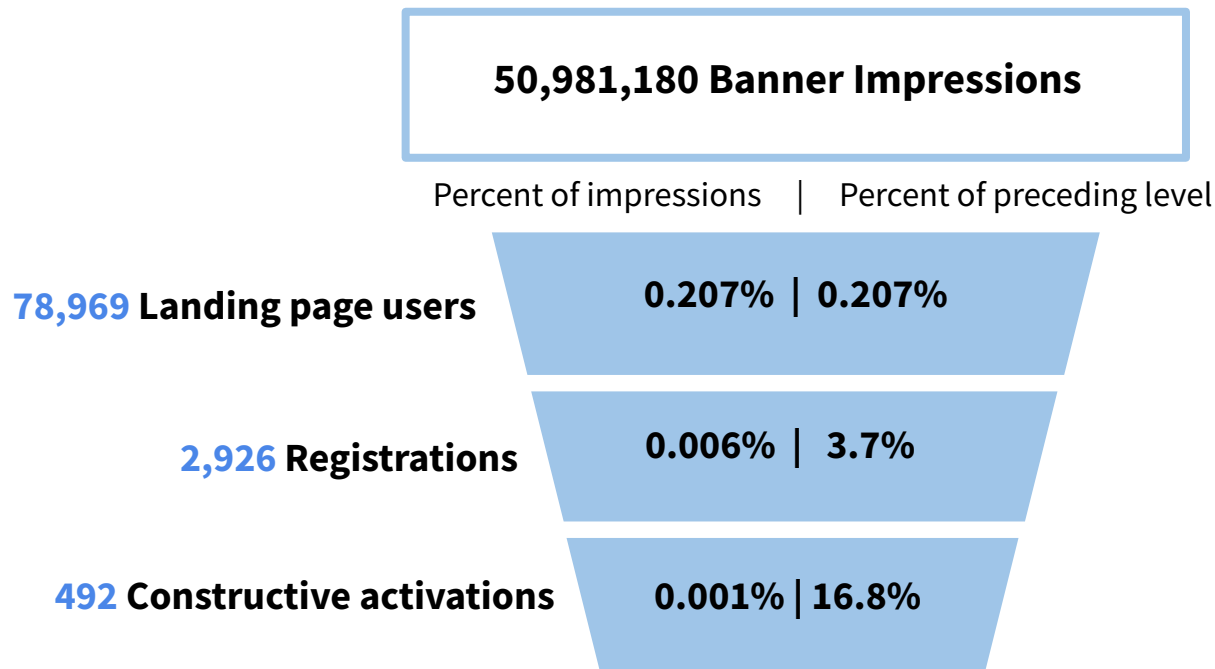
50,981,180 Banner Impressions

Percent of impressions | Percent of preceding level

78,969 Landing page users — **0.207% | 0.207%**

2,926 Registrations — **0.006% | 3.7%**

492 Constructive activations — **0.001% | 16.8%**

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Constructive activation: defined as editing within 24 hours of registration and that edit not being reverted within 48 hours

Thank you banner metrics by country

Markets	Control-only click through rate *(Use for for country comparison)*	Registration Rate % of impressions that created accounts	Activation rate (% of registrations that activated)
South Africa (en)	0.17%	0.011%	8.7%
India (en)	0.27%	0.007%	16.3%
Latin America (en)	0.10%	0.003%	7.3%
Latin America (es)	0.11%	0.004%	23.1%
Brazil (pt)	0.09%	0.002%	25.3%
Total	**0.16%**	**0.006%**	**16.8%**

Total impressions: 50,981,180   Total registrations: 2,926
Total clicks: 105,503   Total activations: 492

Thank you banners: goal & actual

Account creation

Goal:

0.01%

of impressions create accounts.

Actual:

0.006%

of impressions created accounts.

Activation

Goal:

10%

of accounts constructively activate (make a first un-reverted edit)

Actual:

16.8%

of accounts constructively activated

Revert rate

Goal:

<30%

Revert rate of edits is less than 30%.

Actual:

17.3%

Revert rate of Thank you banner edits was 17.3%.

Thank you banner: findings

- 0.207% of impressions clicked on the link inviting them to *Create an account and edit.* Click-through rate increased when the text was changed to *Learn to edit Wikipedia* or *Try editing Wikipedia.*

- After clicking on the banner, 3.7% of landing page users created accounts. 96% of users bounced away from the *Create Account* page. The high bounce rate suggests that readers expected something besides an account creation form, or may even have clicked the banner and reached the page accidentally.

- After creating an account, 16.8% of accounts constructively activated. This is only slightly lower than the organic activation rate, which is estimated to be between 26-36% on these wikis, and higher than what we had estimated.

- **We met 2 out of 3 goals: our activation rate was 16.8% compared to our goal of 10%, and the revert rate of edits was under 30%. We did not meet our top-bottom goal of 0.01% of impressions creating an account–we had 0.006% of impressions creating an account.**

- **We showed over 50 million banner impressions that resulted in 492 activated editors. The cost of this method of acquisition may not warrant further exploration at this time.**

Thank You Page & Banner side-by-side

Thank you page

832,809 Total donations

Percent of donations | Percent of preceding level

7.7% | 7.7%

3.5% | 45.1%

0.16% | 4.6%

Thank you banners

50,981,180 Banner Impressions

Percent of impressions | Percent of preceding level

Landing page users
64,126 | 78,969

0.207% | 0.207%

Registrations
28,933 | 2,926

0.006% | 3.7%

Constructive activations
1,339 | 492

0.001% | 16.8%

Combined findings & next steps

- Donors who see the Thank you page are much more likely to click on an editing invitation than readers who see a banner on Wikipedia.

- Readers who reached the *Create account* page from a banner are much more likely to bounce away than donors who reached it from the Thank you page.

- Readers who created an account from a banner are much more likely to edit within 24 hours than donors who created an account from the Thank you page.

- **Next steps:** We will continue working with the Thank you page invitation and explore adding it to new markets. Inviting donors to create accounts through the Thank you page is a more sustainable and low-impact way to grow the number of new editors on Wikipedia. We will not pursue any more work on Thank you banners with editing invitations at this time.
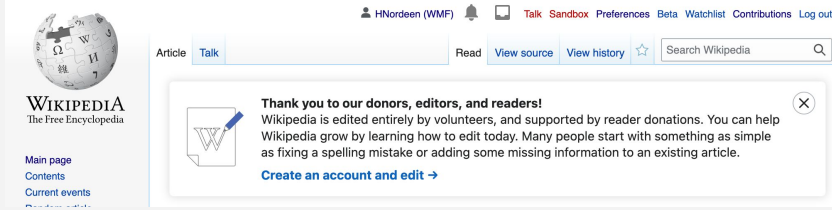
Appendix:
Thank you banner front-end A/B testing results

We tested a few changes in the banners to improve click-through rate. We did not know each group's differences in behavior on the account page & beyond.
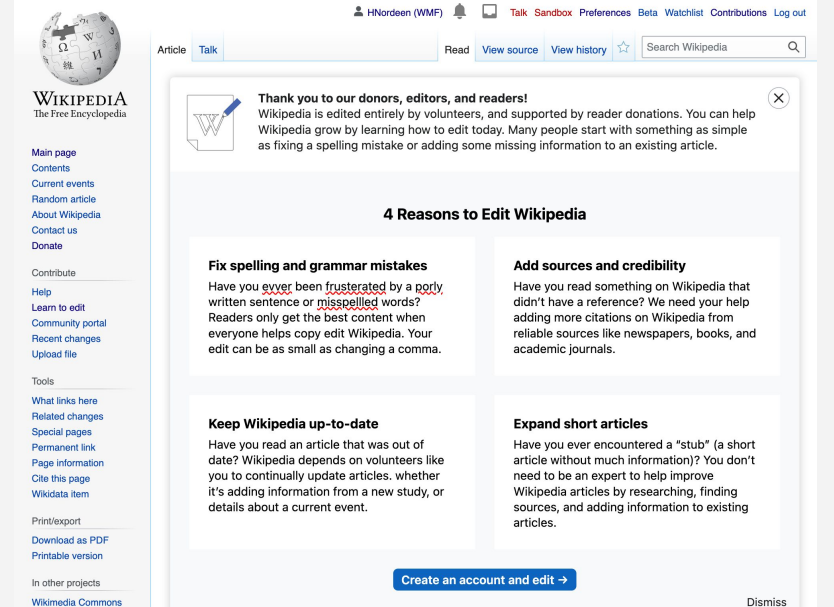
South Africa: Expanding banner

During the first campaign we ran, we tested an expanding banner. The reasoning: perhaps if we can give readers more information before they start an account, they'll have a more positive editing experience.

Control

Expanding banner: 4 Reasons

Results: -86% – -76% Loss in click through rate (294 clicks on "Create an account and edit" on expanding banner vs 1,547 on control"). Because we couldn't track if the expanding banner clicks were more likely to activate, we abandoned the expanding banner moving forward.

India: Mention country in title

During the first campaign we ran, we tested an expanding banner. The reasoning: perhaps if we can give readers more information before they start an account, they'll have a more positive editing experience.

Control

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Create an account and edit →

Country in title

Thank you to our donors, editors, and readers in India!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Create an account and edit →

Results: 11-6% Loss in click through rate. Interesting result, as the fundraising team has usually seen a lift from mentioning the country.

India: Learn to edit Wikipedia CTA

Control

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Create an account and edit →

Learn to edit

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Learn to edit Wikipedia →

Results: 18-23% Win in click through rate!

India: Become an Editor CTA

Control

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Create an account and edit →

Become an editor

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Become an editor →

Results: **Wash (no significant effect) on click through rate**

Brazil (pt): Try editing Wikipedia CTA

Control

Agradecemos aos nossos doadores, editores e leitores!

A Wikipédia é editada inteiramente por voluntários e apoiada por doações de leitores. Você pode ajudar a Wikipédia a crescer aprendendo como editar hoje mesmo. Muitas pessoas começam com algo tão simples quanto corrigir um erro ortográfico ou adicionar algumas informações ausentes a um artigo existente.

Crie uma conta e edite →

Try editing Wikipedia

Agradecemos aos nossos doadores, editores e leitores!

A Wikipédia é editada inteiramente por voluntários e apoiada por doações de leitores. Você pode ajudar a Wikipédia a crescer aprendendo como editar hoje mesmo. Muitas pessoas começam com algo tão simples quanto corrigir um erro ortográfico ou adicionar algumas informações ausentes a um artigo existente.

Tente editar a Wikipédia →

Results: 57-68% Win on click through rate!

Latin America (es): Localized Title, different text & Try Editing CTA

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¡Gracias a nuestros/as donantes, editores/as y lectores/as!

Wikipedia es editada completamente por personas voluntarias y mantenida gracias a las donaciones de lectores. Puedes ayudar a Wikipedia a crecer aprendiendo a editar hoy mismo. Muchas personas comienzan con algo tan simple como corregir un error ortográfico o agregar información faltante a un artículo existente.

Crear una cuenta y editar →

Try editing Wikipedia

Únete ahora a la comunidad de editores y editoras de Wikipedia de América Latina

Las contribuciones que recibimos de nuestra comunidad de lectores/as, editores/as y donantes nos mantendrán fuertes este año. ¡Gracias! Te invitamos a que pruebes a editar Wikipedia. A veces, ampliar el conocimiento es tan simple como agregar un enlace o corregir un error tipográfico.

Prueba a editar Wikipedia →

Results: 71% – 82% Win on click through rate!

Latin America (en): CTA: Join the community

Control

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Create an account and edit →

Join the community

Thank you to our donors, editors, and readers!

Wikipedia is edited entirely by volunteers, and supported by reader donations. You can help Wikipedia grow by learning how to edit today. Many people start with something as simple as fixing a spelling mistake or adding some missing information to an existing article.

Join the community →

Results: Positive wash (not significant but nearly) on click through rate