



How to make First Party Data work for NGOs

How Longfonds uses First Party Data in their strategies to create impact, generate euro's, and build perfect relationships.

09 October 2025





Introduction



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Palatta**

Sr. Projectmanager
Digital & Data



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Eenkhoorn**

Strategist Digital &
Data and team lead

Who we are





Longfonds - “Lung Health foundation”

Life starts with a single breath. And it ends with one as well. Breathing is everything. We breathe around 20,000 times a day, without noticing. How fortunate it is when breathing comes naturally.



Vision

We stand for a world where
breathing freely is a given for
everyone

Mission

We stand up for healthy lungs,
for clean air, for everyone.



Our three pillars



Breathing strength
for everyone with a
lung condition



Prevention is the
obvious choice



From
groundbreaking
research to real
solutions



What we built

Triggers and Challenges

Changing digital landscape

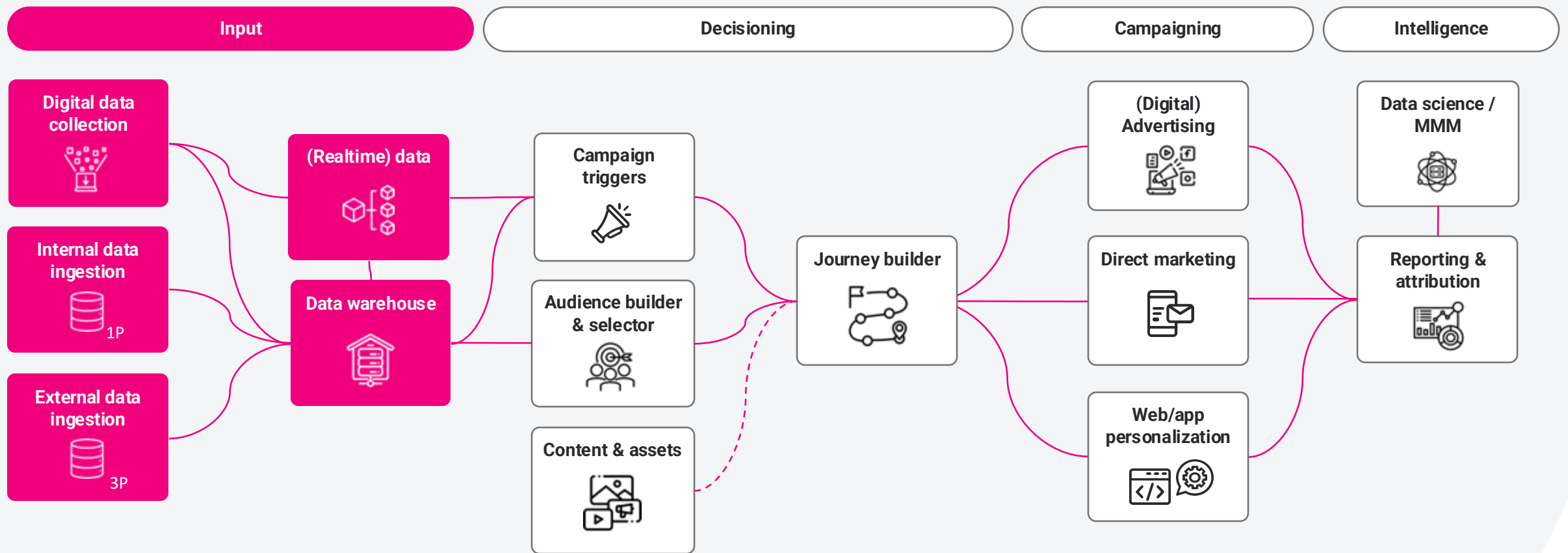
- How can we run our marketing independently, flexibly, and in a privacy-conscious manner?

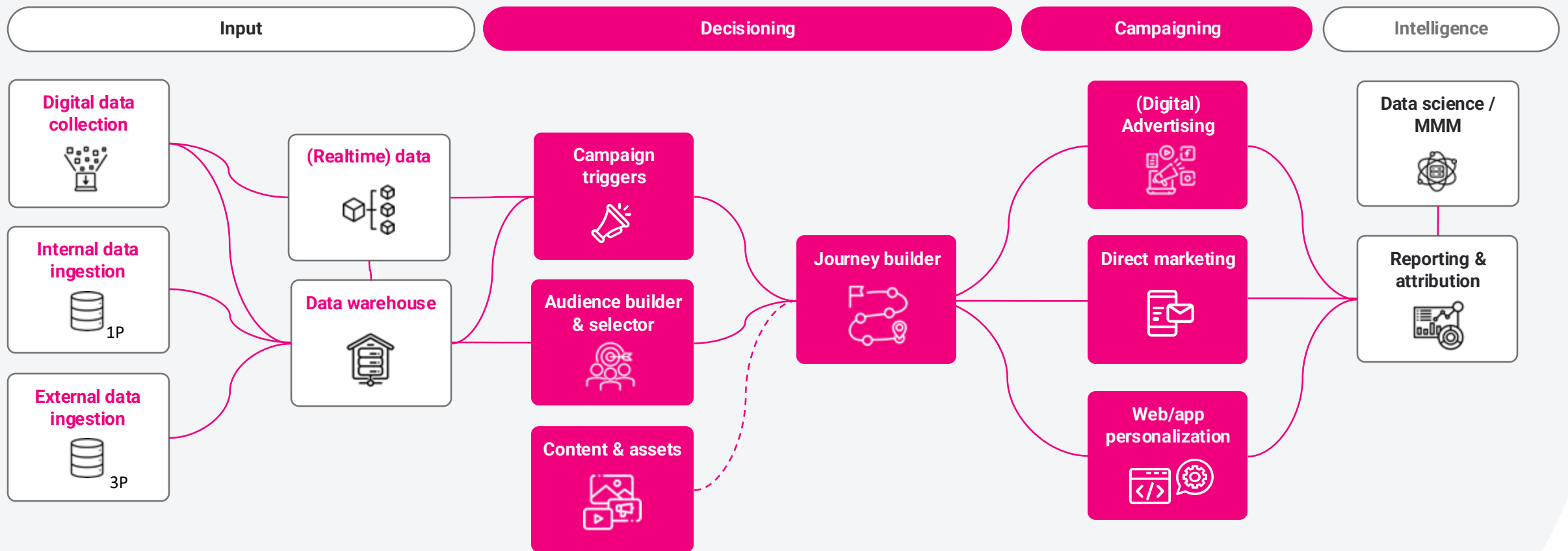
Maximize impact

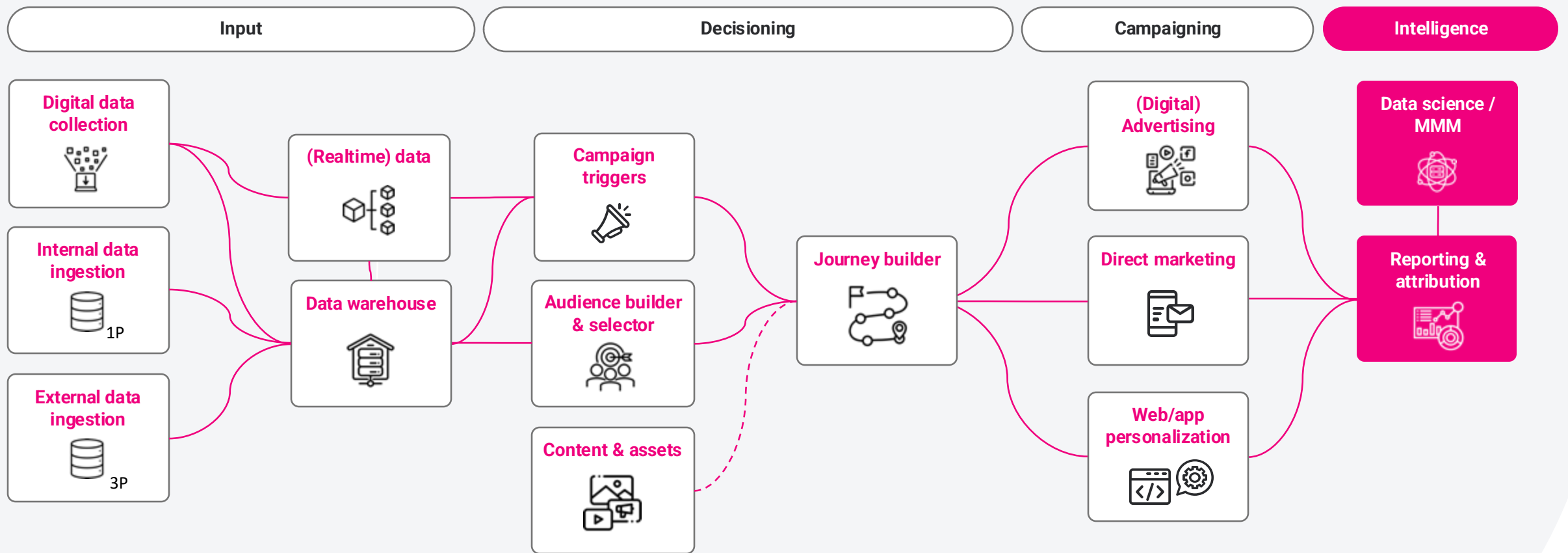
- How can we gain deeper insights into our marketing efforts so we can optimize them to generate greater impact?

Better relationships

- How can we better understand our supporters to serve them more effectively?







Intelligence brought in-house

The knowledge and insights are no longer hidden in external systems - we own them.



Data in BigQuery, not locked in platforms

All data flows into our own cloud environment, instead of staying inside Meta, Google or other platforms.



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Dashboards across channels

One view of performance across campaigns, channels, and systems.



Single customer view

A complete and reliable profile of each supporter.



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Stairway to Heaven segmentation model

A structured way to move supporters step by step towards higher engagement.



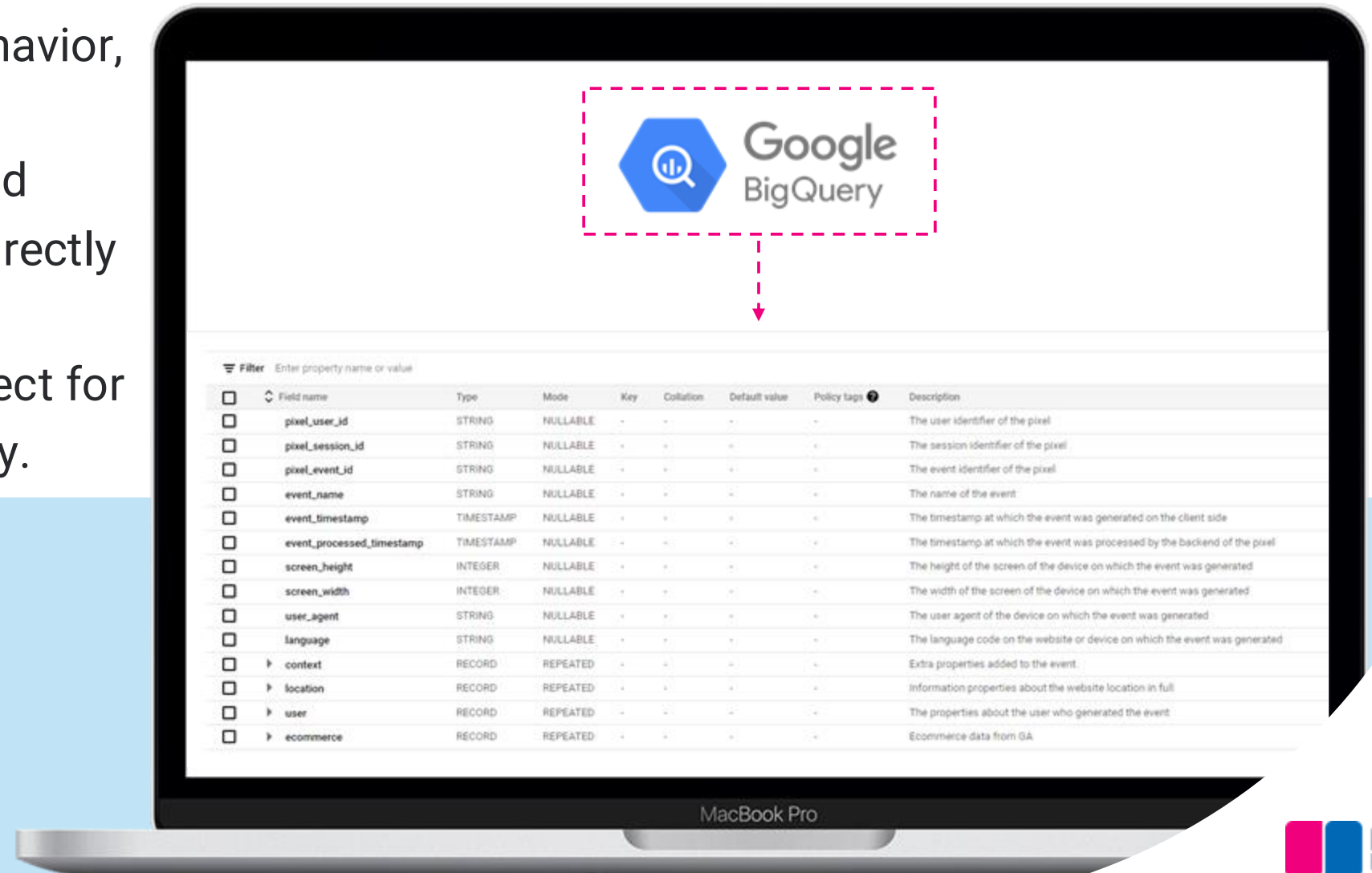
Channel activation from one profile view

Campaigns are activated directly based on unified supporter profiles.

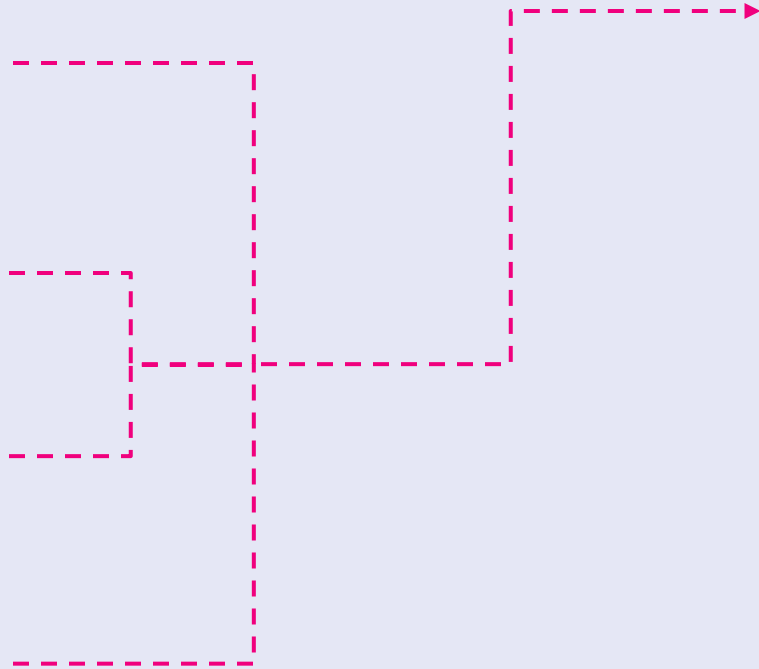


First Party Pixel

A tracking code that collects visitor behavior, page interactions, consent status, and conversion data directly through our own domain, with respect for the visitor's privacy.



Cross Channel Dashboard



Google BigQuery



Single Customer View

deployteq™

AFAS
software



**LONG
FONDS**



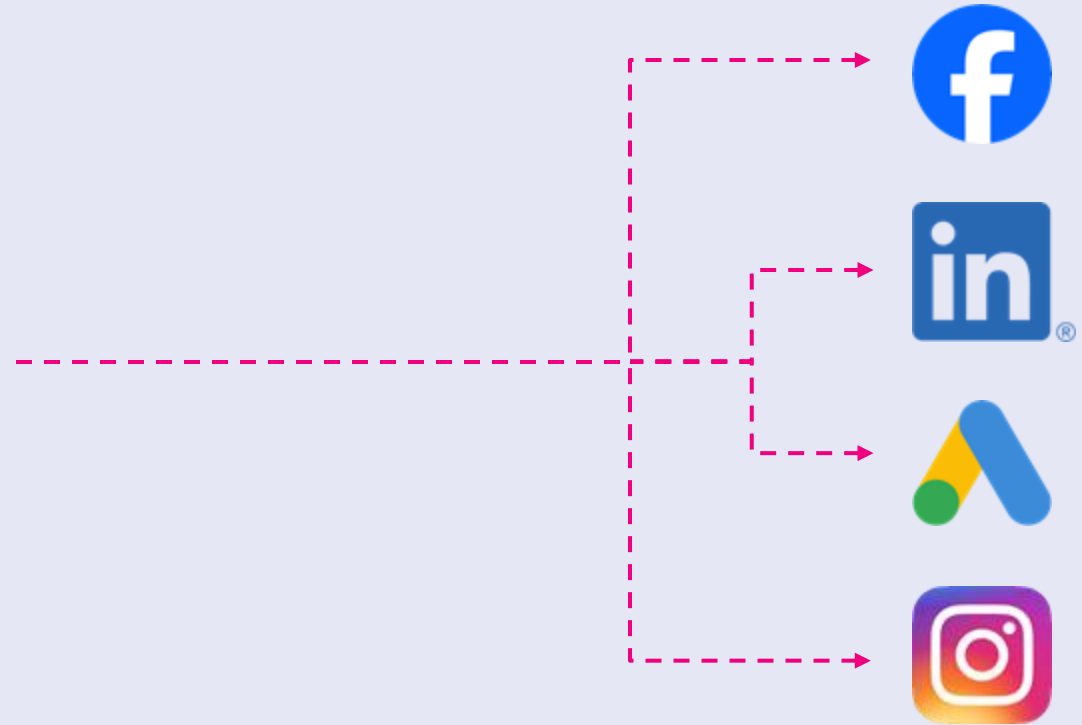
Google
BigQuery



Google
Big Query



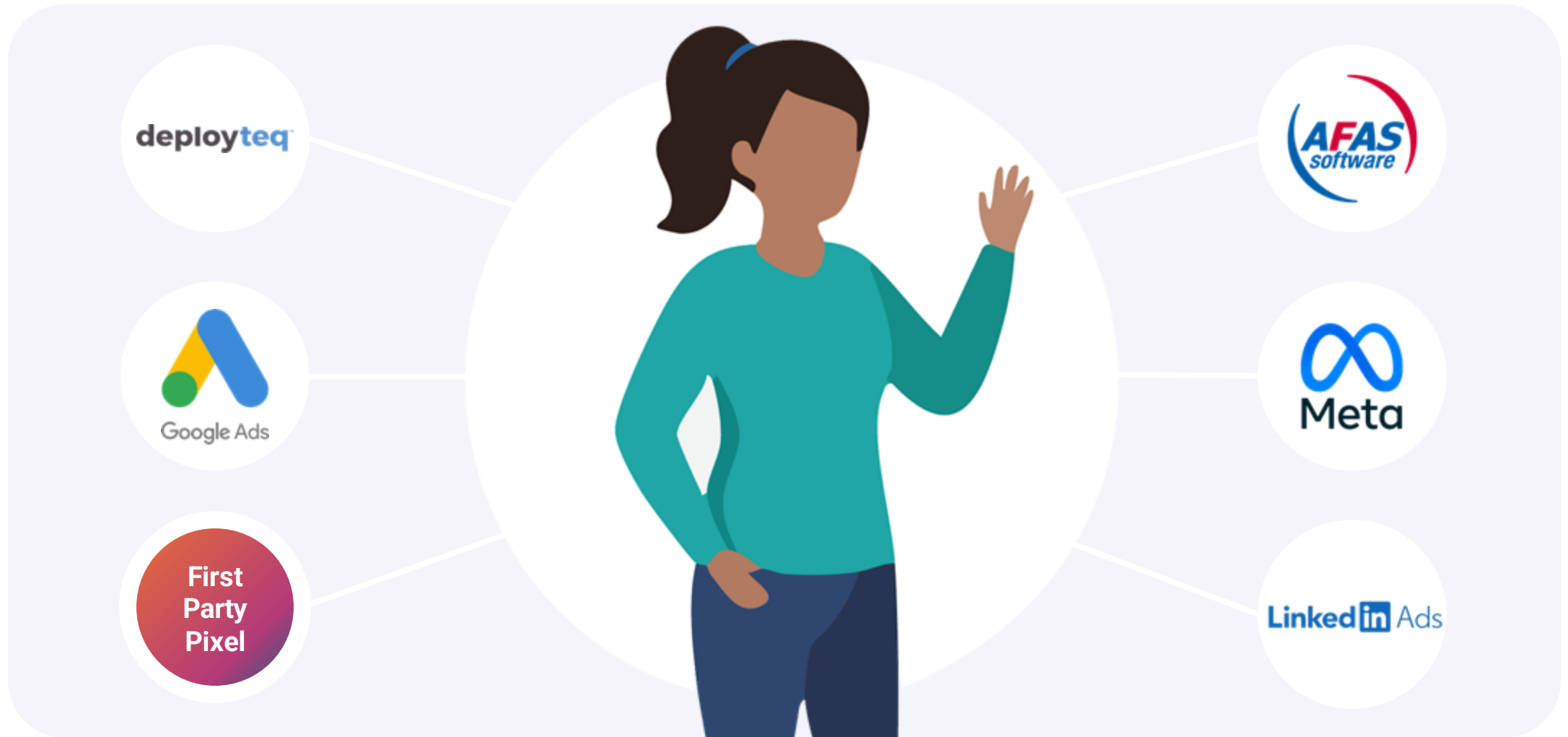
Channel activation



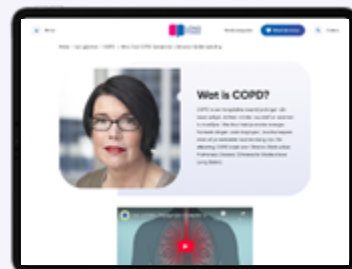
Case



Julia

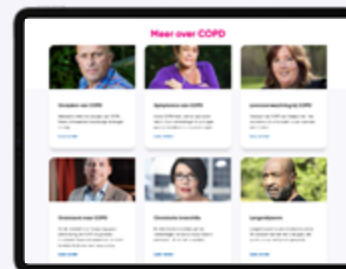


Start



Step 1

Searching for information about COPD and visits the website



Step 2

Visits COPD pages, but leaves anonymously



Step 4

Requests an asthma prevention booklet on the website



Step 3

Sees asthma prevention advertisement on Facebook

springbok

LONG FONDS

Donations

Step
5



Word donateur

Step
6

Step
7

Step
8

After 1 year direct website visit,
what we know:

- First party pixel ID
- Interested in COPD
- Interested in Asthma prevention
- Email address
- Donation (16 euro)
- Historical donations





“

**Quality of life
for people with
lung disease**

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Segmentation model



The almost definitive book about
**DIGITAL
FUNDRAISING**



How to build a digital fundraising factory, fuel it with love,
and grow your individual giving income exponentially

EWALD VERHOOG

Segmentation model

Segments can 'move up' - the stairway to heaven

- Supporters progress step by step toward deeper engagement.

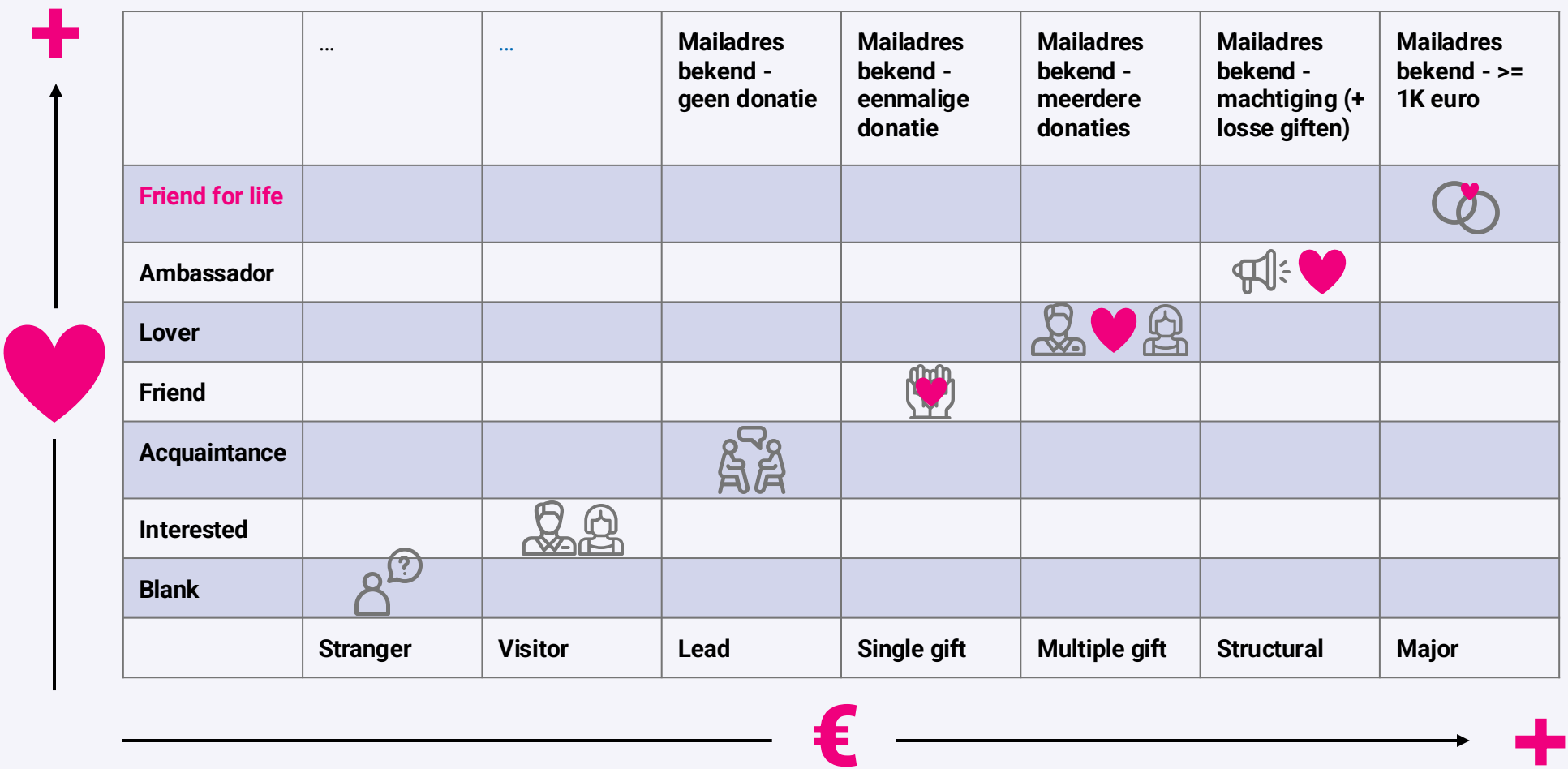
Profiles with shared characteristics form segments

- Each step groups people with similar behaviors and interests.

Example journey

- Newsletter reader → Petition signer → One-time donor → Recurring donor

Stairway to heaven





Profielschets Relatie 2715383

Segmentatie

Engagement: Acquaintance

Financieel: Single Gift

Ontwikkeling

Van Interested – Lead naar

Acquaintance – Single Gift

Interesse profielen

COPD



Astma



Gezonde lucht



Medisch onderzoek



Gedrag & betrokkenheid

Totaal aantal engagementpunten: 14

- E-mail opens: **4 pt**
- Clicks: **2 pt**
- NVHL-inschrijving: **5 pt**
- Website-sessies: **1 pt**
- Donatieclicks: **2 pt**

Tenure-score: 1 jaar → relatief nieuwe relatie.

Loyalty streak: 1 jaar aaneengesloten actief.

Nalatenstatus: geen.

Donatiegedrag

Financieel niveau: D.Single Gift

Laatste gift: € 30 (op 1 gift in totaal)

Gemiddelde donatiebedrag: € 30

Communicatie

E-mails ontvangen: 6

E-mails geopend: 6 (100 % open rate)

E-mails met clicks: 2 (33 % click-through)

Geen uitschrijvingen of bounces.

Laatste campagne:

donatie_welkom_copd_18785

Online interactie

Laatste interactie: 3-8-2025

Aantal sessies: 1 (266 seconden totaal)

Gemiddelde bezoektijd: 266 seconden

Bezochte pagina's: 4 unieke pagina's vooral gericht op COPD-gerelateerde content. O.a:

- /longziekten/copd/wat-is-copd/symptomen-van-copd, /zijn-mijn-klachten-erg/ik-voel-me-benauwd, /doneer-copd.



Profielschets Relatie 2709555

Segmentatie

Engagement: Ambassador

Financieel: Multiple Gift

Ontwikkeling

Van Acquaintance – Lead naar

Ambassador – Multiple Gift

Interesse profielen

COPD



Astma



Gezonde lucht



Medisch onderzoek



Gedrag & betrokkenheid

Totaal aantal engagementpunten: 61 pt

- E-mail opens: 1 pt
- Clicks: 2 pt
- NVHL-inschrijving: 5 pt
- Website-sessies: 50 pt
- Donatieclicks: 3 pt

Tenure-score: 1 jaar → relatief nieuwe relatie.

Loyalty streak: 1 jaar aaneengesloten actief.

Nalatenstatus: geen.

Donatiegedrag

Financieel niveau: E .Multiple Gift

Laatste gift: €151,65

Aantal giften: 6

Gemiddeld donatiebedrag: €30

Communicatie

E-mails ontvangen: 4

E-mails geopend: 3 (75%)

E-mails met clicks: 0

Geen uitschrijvingen of bounces.

Laatste campagnes:

servicemail_bedankt_aanmelding_proefabonnement, Longwijzer proefabonnees

Online interactie

Laatste interactie: 24-09-2025

Aantal sessies: 33 totaal (5 in de afgelopen 30 dagen, 2 in de afgelopen 7 dagen)

Gemiddelde bezoektijd: 2.196 seconden

Bezochte pagina's: 35 unieke pagina's, met een brede spreiding over thema's als Astma, COPD, onderzoek, gezond leven en activiteiten. O.a:/astmatest, /nieuws/wereld-astma-dag-grip-houden-op-je-astma, /longziekten/astma/anderen, /onderzoek/copd, /gratis-magazine.

What's next



What's next

Data foundation is ready for our future initiatives & campaigns

- We have the building blocks in place.

Next step: CRM & Marketing Automation as the UI for our data

- Making the data accessible and actionable for non-technical users.

This empowers marketers to:

- Create and manage segments themselves
- Trigger personalised journeys across channels
- Scale hyper-personalisation without needing technical skills

Key takeaways

- From dependency → independence
- From fragmented → connected
- From black box → control
- From intrusive → privacy-conscious
- From one-size fits all → tailored

First party data = stronger, more sustainable supporter relationships

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Final thoughts

"First party data is not just a technical choice. For us, as an NGO, it's the foundation for sustainable, trusted relationships with the people who believe in our mission."

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**Healthy lungs for
everyone - thanks!**

