

THORN 

# From Tech Spaghetti to Scalable Growth: How Thorn Transformed Marketing with Hubspot

# Justus Hyatt

Marketing Director, Thorn

# Agenda

- 01 Introduction
- 02 How we got here
- 03 Lesson 1: Understand the problem
- 04 Lesson 2: Prioritize
- 05 Lesson 3: Put the right support in place
- 06 Lesson 4: Futurecasting... and use defaults
- 07 Lesson 5: Do it correctly from the start
- 08 Lesson 6: Know when to burn it down
- 09 Closing
- 10 Q&A

# Introduction

# Who is Thorn, and how did we get here?



OUR MISSION

We transform how children are protected from sexual abuse and exploitation in the digital age.

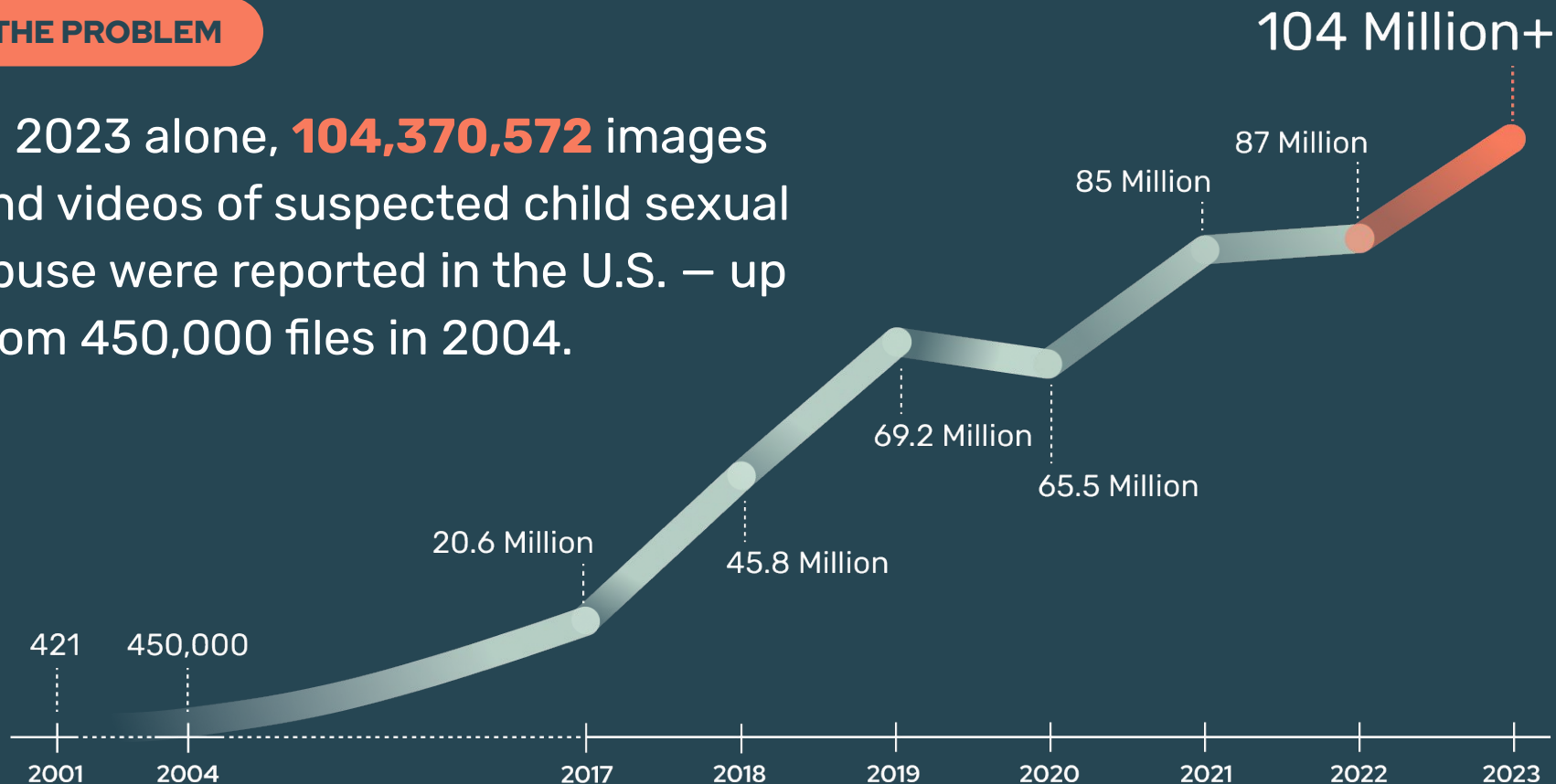
## THE PROBLEM

The internet has transformed what it means to be a **child**, a **parent**, and a **perpetrator** today.

Perpetrators are using the internet to exploit and abuse children, coercing them into sexual activity and widely sharing the content that documents that abuse.

## THE PROBLEM

In 2023 alone, **104,370,572** images and videos of suspected child sexual abuse were reported in the U.S. – up from 450,000 files in 2004.





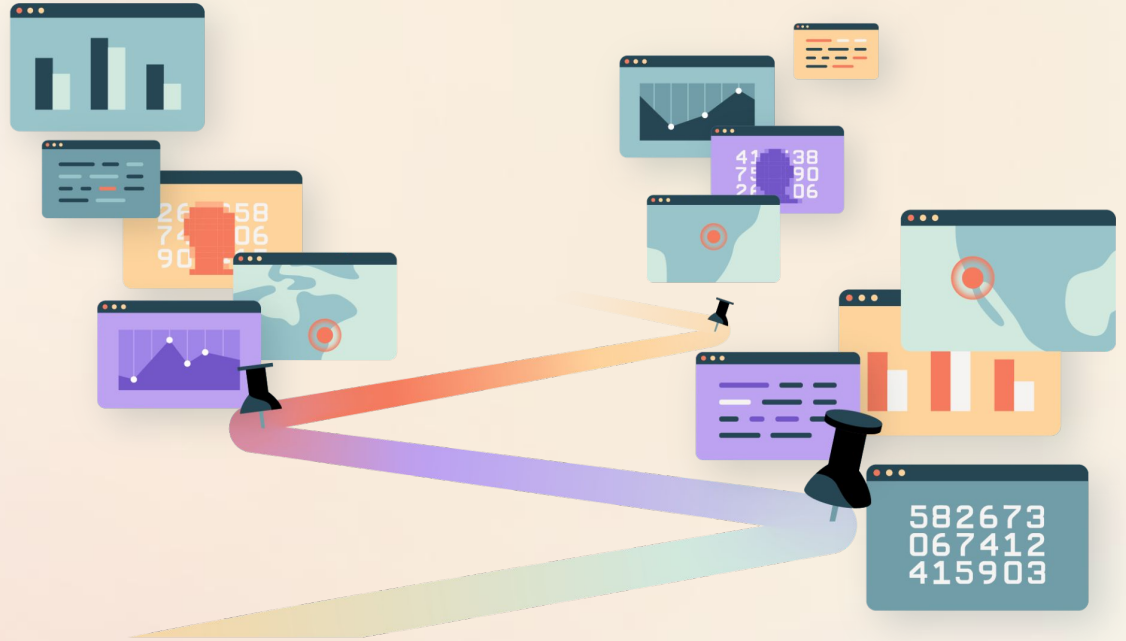
## KEY INITIATIVES

# Creating safer online environments



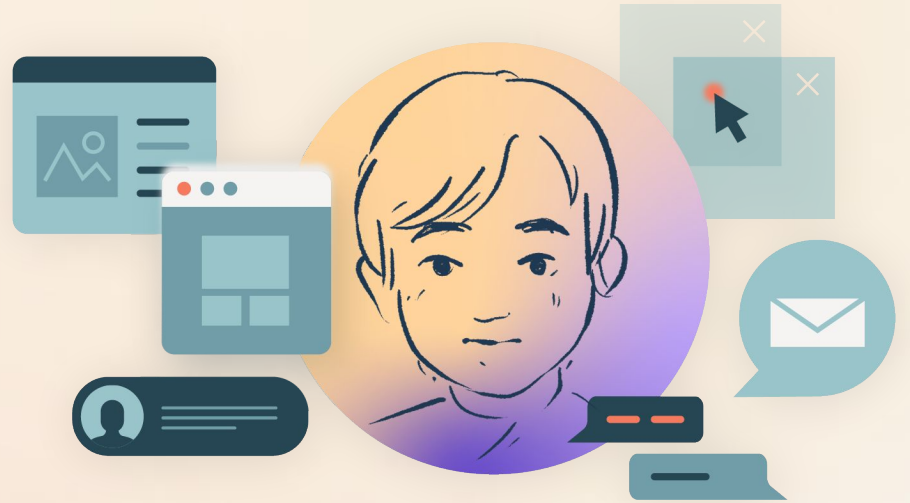
## KEY INITIATIVES

# Finding children faster



## KEY INITIATIVES

Empowering the  
child protection  
community with  
original research





Julie Cordua



Julie Cordua

TED



# Initial concerns



Outdated  
website



No process



Nothing was  
being measured



Conflicting data

## LESSON 1

# Understand the problem

# User stories

ID	As a ____	I need to ____	Functional Area	Team	Solution	Status
1	Sr Marketing Manager	I need the site to be GDPR Compliant for EU visitors but not apply GDPR to US visitors	Cookie Policies	Marketing	Geotargeted Cookie Policy	Pending Approval
2	Marketing Manager	I need to be able to customize site content for EU visitors	Dynamic Content - CMS	Marketing		Pending Approval
3	Marketing Manager	I need to be able to optimize for EU timezones when sending emails.	Email Automation	Marketing		Pending Approval
4	Marketing Manager	I need the ability to create dynamic email segments based on on-site/email behavior.	Segmentation	Marketing	Once the cookie policy is updated, Thorn will be able to use page views and other site activity for segmentation. Email behavior is also available by default for segmentation, with the caveat that email opens are no longer a reliable metric for segmentation or reporting	Pending Approval
5	Marketing Manager	I need the ability to create dynamic email segments based on donor activity/status. Such as: Donors/Lapsed, Builders (recurring donors) Defenders/Major Donors. MGO needs to be able to update a contact on SF and have it dynamically update in Lists.	Segmentation	Development	- Donors/Lapsed: Once the inclusion list sync issue is resolved, Thorn will be able to use default rollup fields synced from SF > HubSpot for segmentation. Recommend adding sync for Total Gifts Last Year and Total Gifts Two Years Ago - Builders: Recommend syncing the Fundraise Recurring Plan object to HubSpot and using that for creating active Builder lists - Major Giving/DC: Recommend syncing more of the DC fields from SF > HS. Also recommend syncing the Contact Level field to capture level.	Pending Approval
6	Marketing ?	I want to be able to segment research interested subscribers who engage with our Research and Insight reports	Segmentation	Research & Insights	Use Hubspot Custom Behavioral Events to create a list of users who have engaged with Research & Insights reports	Pending Approval
7	Marketing Manager	I want to be able to suppress or delay automated email sends to a contact if they already received a manual email send that day.	Email Automation	Marketing	Add If/Then branches into workflows to check if a contact has received a marketing email that day. If yes, delay one day	Pending Approval

# Major issues



Inclusion lists  
creating  
duplicates



No marketing  
contact  
hygiene



Requiring  
cookie opt-ins

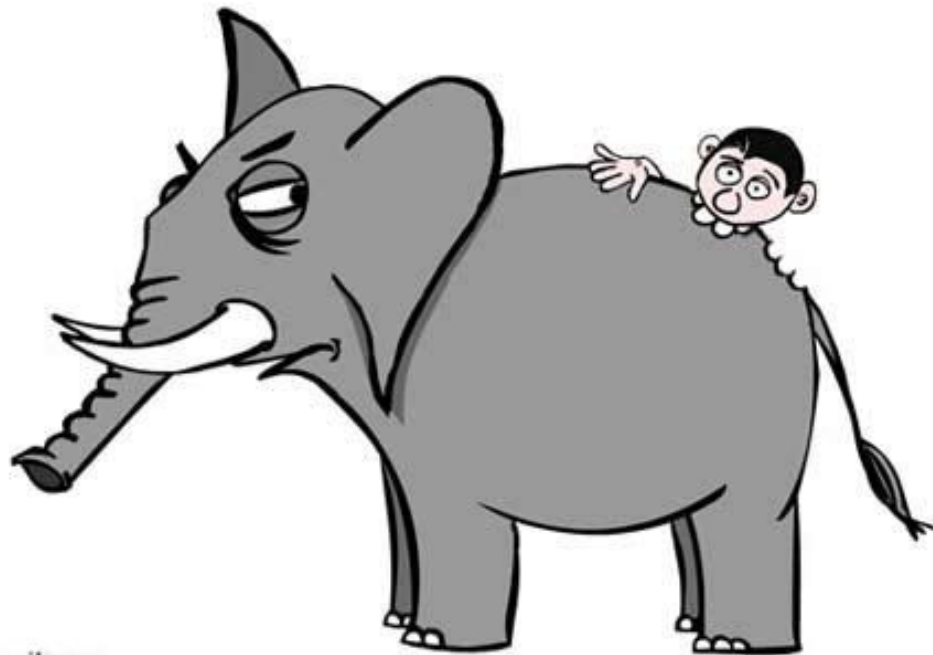


Digital  
accessibility



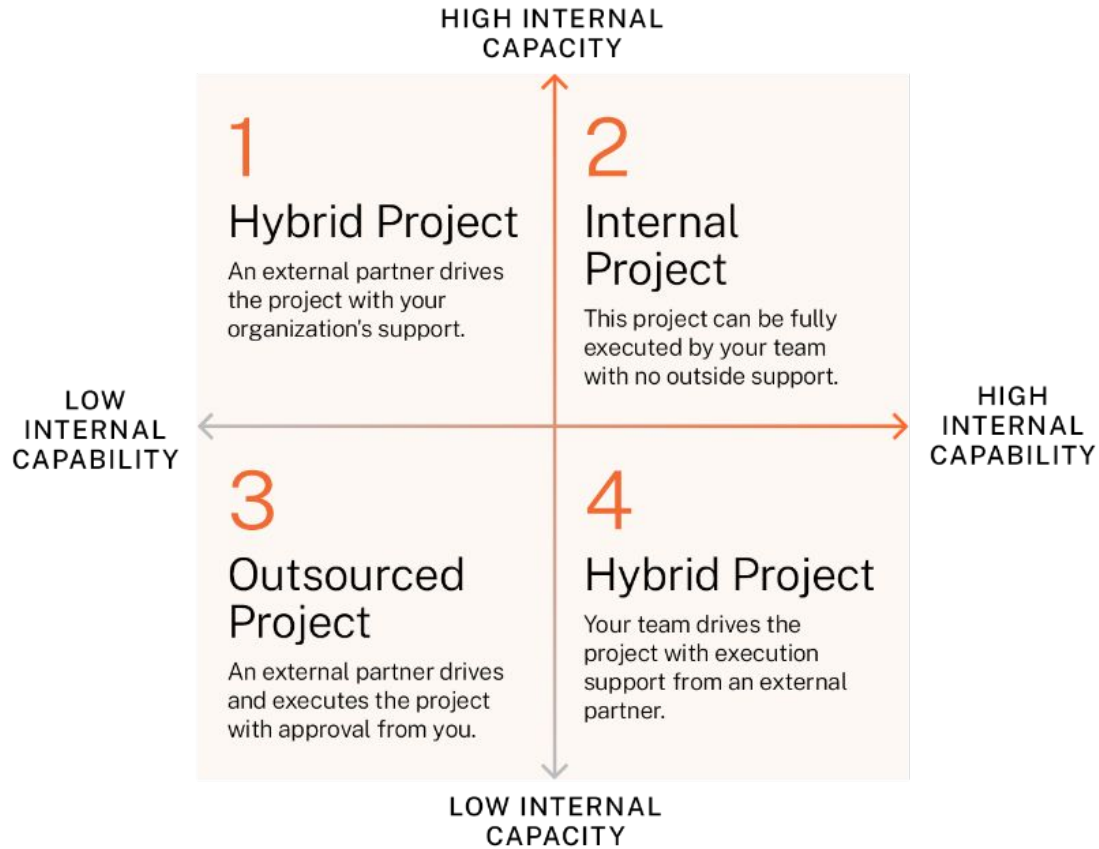
## LESSON 2

# Prioritize



[www.grisanik.com](http://www.grisanik.com)



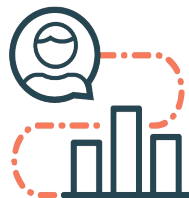


# Top priorities

- Data integrations
- Hubspot functionalities & clean up
- Website tracking
- Cookie policies



Revenue reporting



Personalization  
based on behavior



Performance  
measurement

## LESSON 3

# Put the right support in place

# THORN <sup>1</sup>





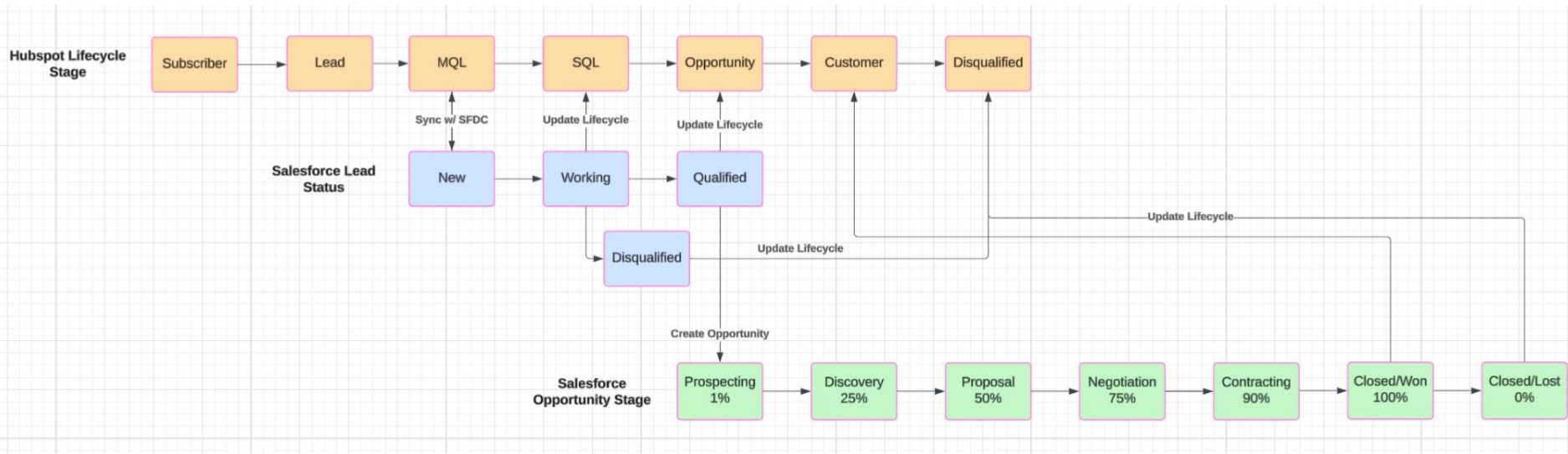
## LESSON 4

# Futurecasting.. and use defaults

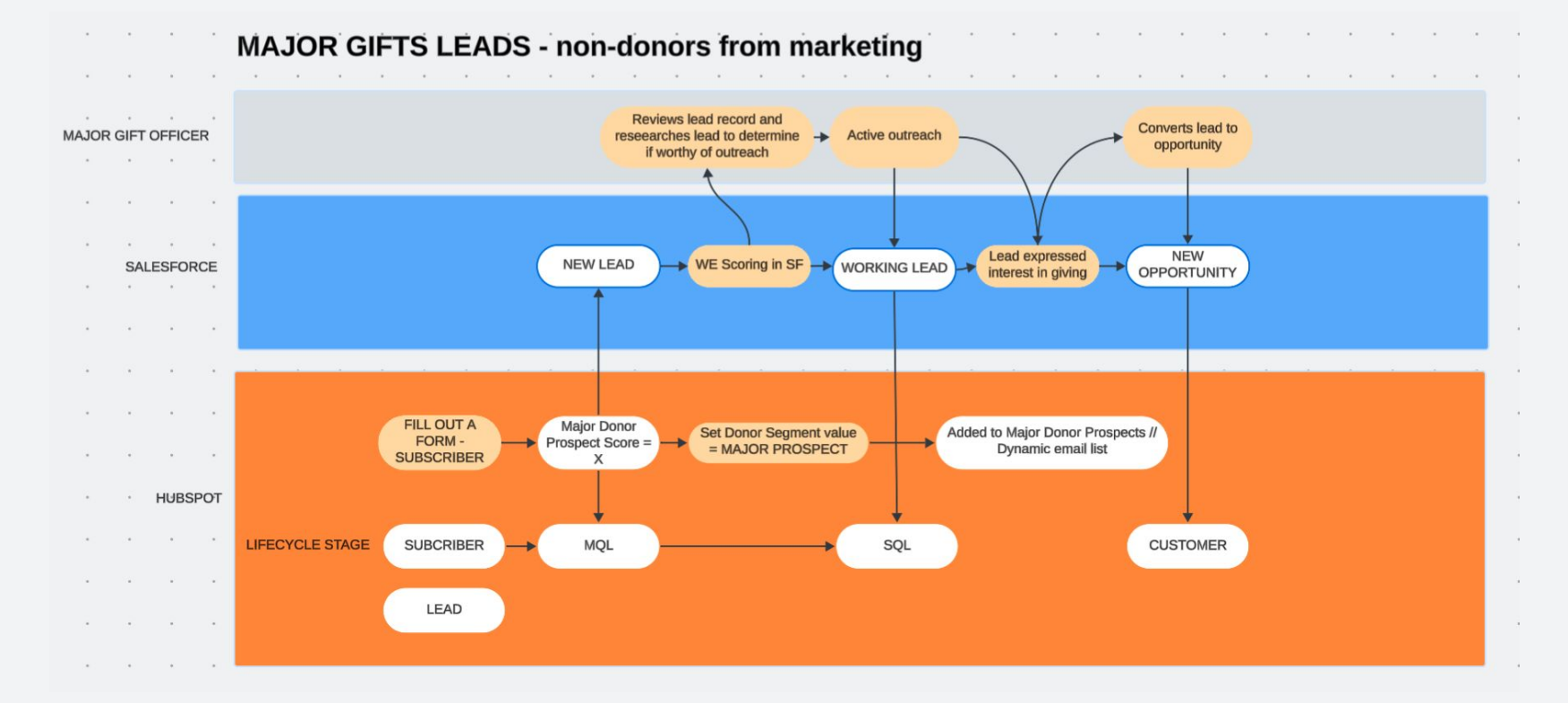
# Default lifecycle stages



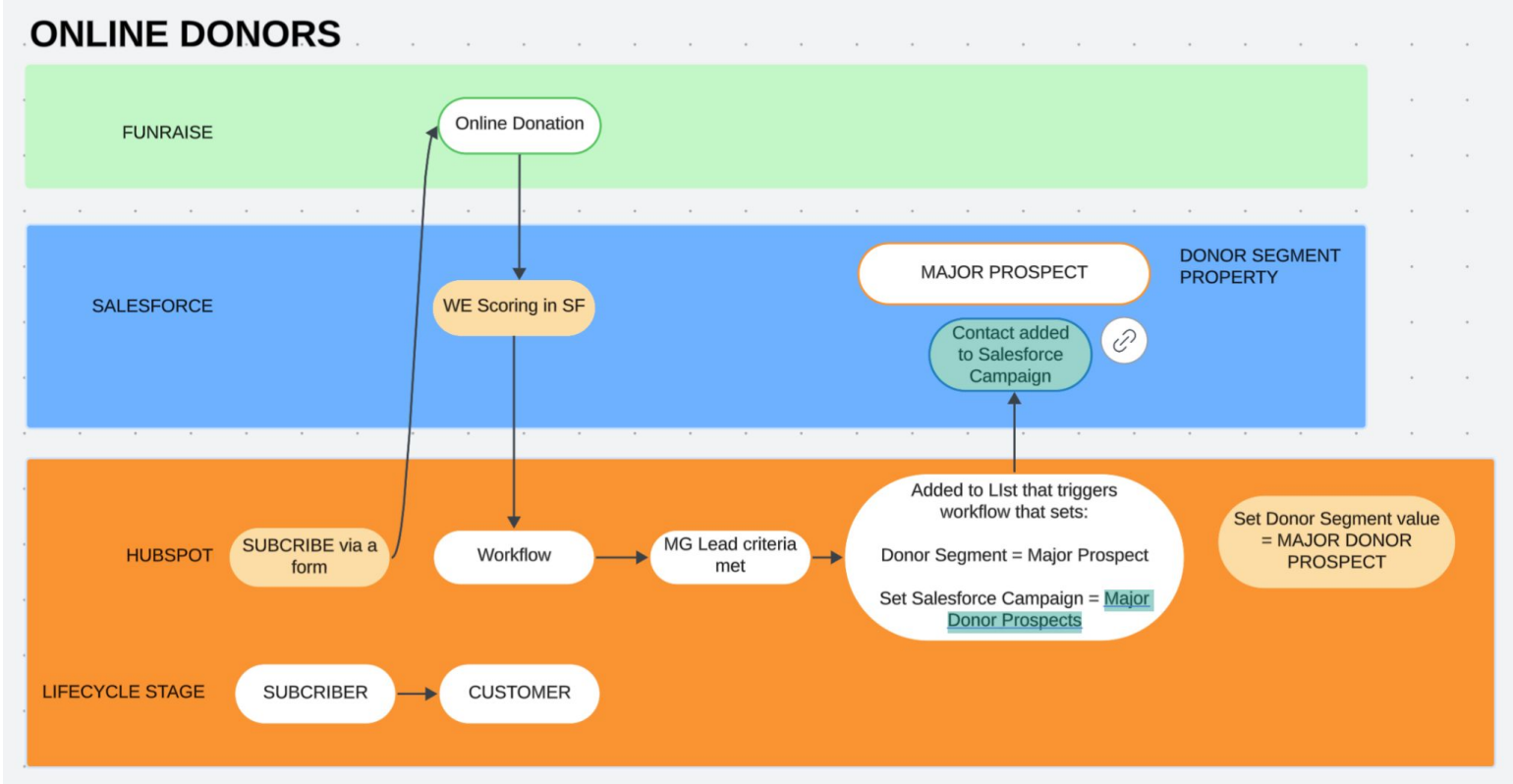
# Safer lead flow



# Major gifts lead flow- non-donors



# Major gifts lead flow- donors



## LESSON 5

# Do it correctly from the start

# Setting it up correctly

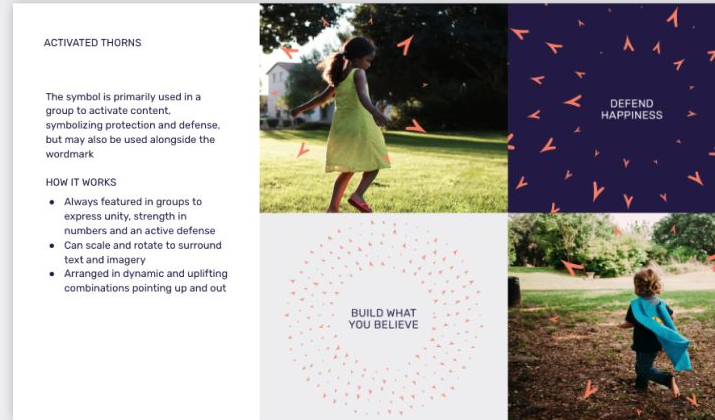
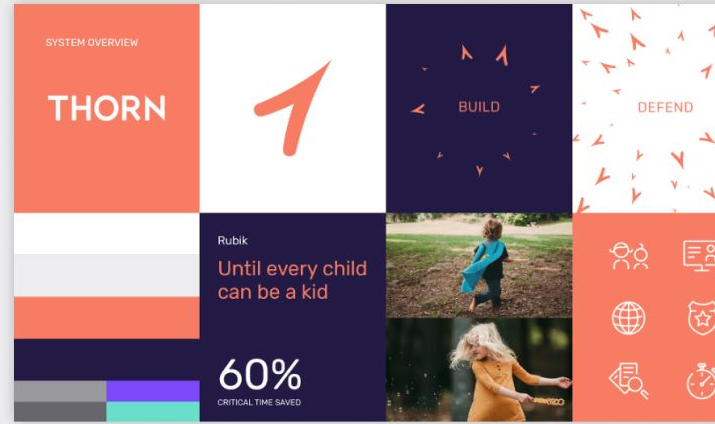
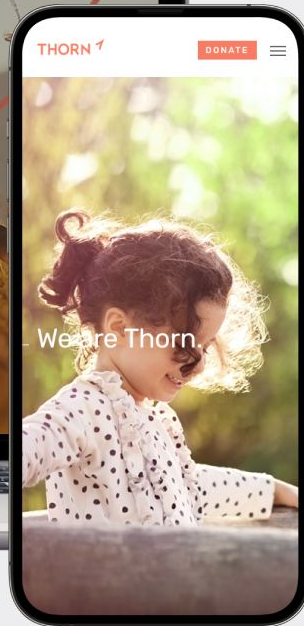
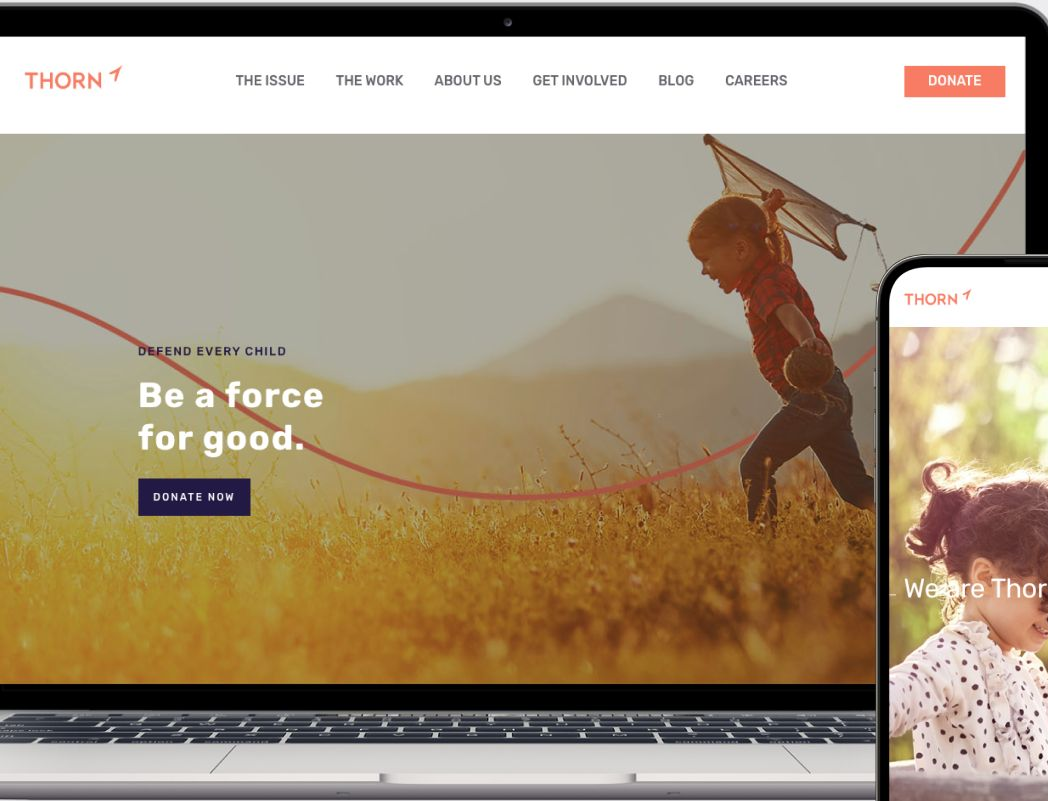
1. Long-term planning
2. User story assessment
3. Lead flow
4. Data integrity
  - Map data integrations
  - Deeply understand your data
  - Regularly audit all syncing rules and inclusion lists
  - Be prepared for data clean up
  - Determine source or truth
5. Document, document, document
6. Good governance

## LESSON 6

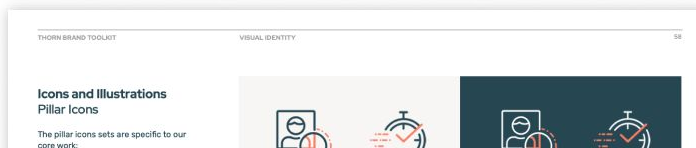
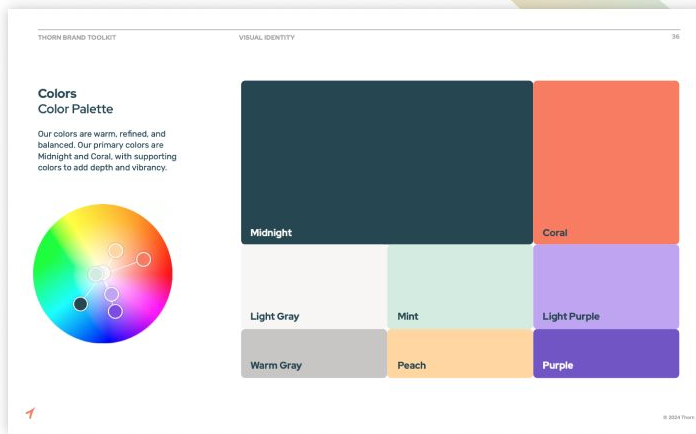
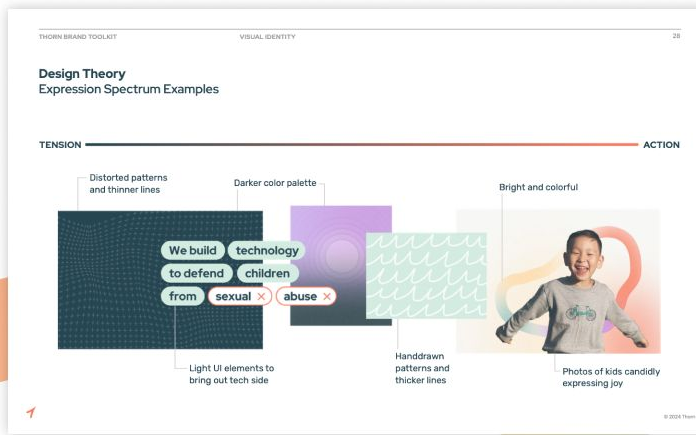
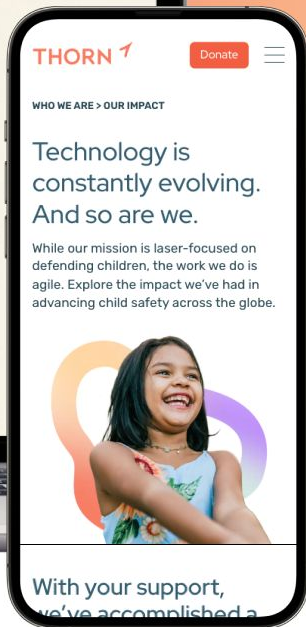
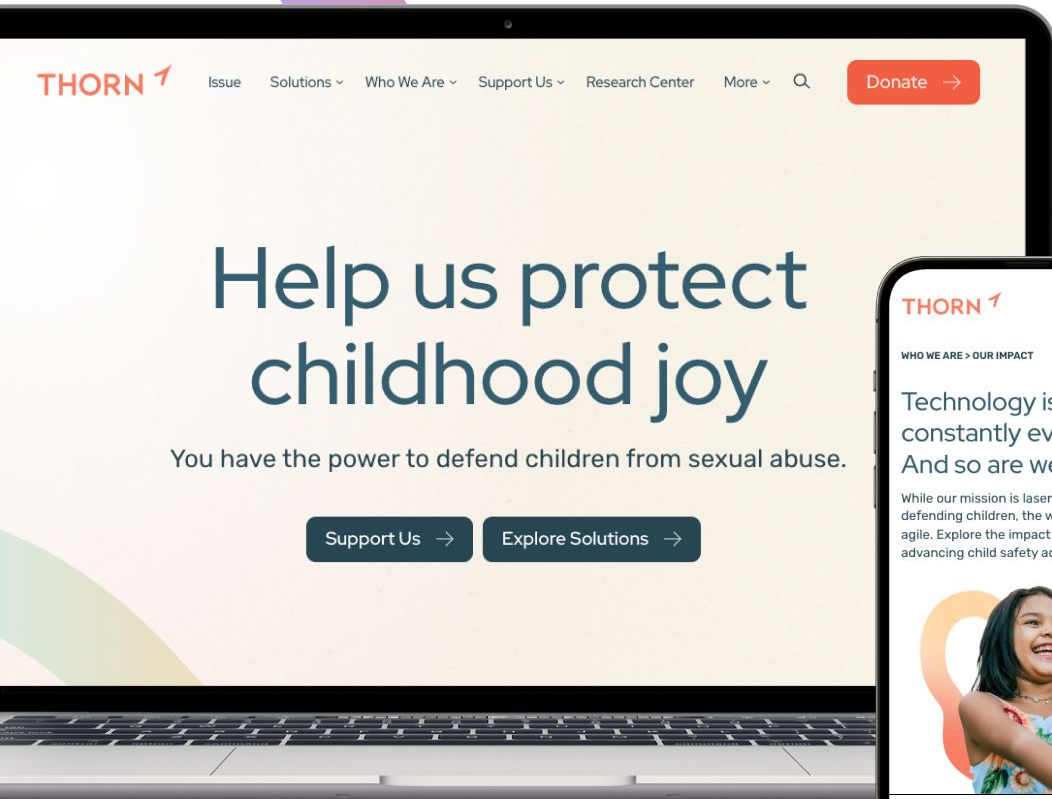
# Know when to burn it down



# Before



# After



# Recap

- Lesson 1: Understand the problem
- Lesson 2: Prioritize
- Lesson 3: Put the right support in place
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# Where we are now



**Strong  
brand  
identity**



**Two  
powerful  
websites**



**Humming  
content  
engine**



**Harnessing  
the power of  
marketing  
automation**



**Strong  
growth  
marketing  
discipline**

# Thank you

THORN <sup>1</sup>