

OVERVIEW

Client

Community Nonprofit

Campaign Length

4 Months

Geography

Midwest US

Total Investment

\$25,000

Objectives

Increase donations, giveaway entries, event awareness

Products Utilized

Email and Display

RESULTS

822

Individual donors

\$68k

Sweepstake donations

74.7k

Targeted Email opens

24.9%

Email open rate

1.4M

Impressions

0.24%

Display CTR

STRATEGY & SOLUTIONS

- We were able to secure a brand new Porsche Macan from the main sponsor as a grand prize for the sweepstakes giveaway. Nearly all the digital marketing tactics were centered on driving up sweepstakes entries.
- Display was chosen to drive awareness to the main event, where the giveaway and most of the donations would occur. The frequency achieved through the Display campaign also drove interest in the target audience and helped the event stay top of mind in the months leading up to it.
- We recommended Targeted Email campaigns to drive interested individuals to enter the sweepstakes giveaway and drive website traffic to their landing page. The email turned this into an omni-channel approach and added another touch with the target audience.
 - The campaigns targeted high net worth households, \$100k+ HHI, Porsche enthusiasts, auto enthusiasts, clothing/fashion, and families with teenagers