

PEOPLE & SOCIETY **CASE STUDY**

OVERVIEW

Client

Non-Profit Organization

Campaign Length

Three Weeks

Objective

Grow the number of donations received

Total Investment

\$6,000

Geography

Midwest US

Products Utilized

Device ID

Email Marketing

RESULTS

7,400

Visits to the client's donation page

83

Donations directly tied to the Device ID campaign

STRATEGY & SOLUTIONS

Since the client was looking to track total donations from this campaign to help them **identify successful tactics they can use in the future**, we recommended running Device ID and Email campaigns to drive interested individuals to a donations-specific landing page, which was also set up as a conversion point

Big-box and local stores were targeted using Device ID to extend reach, while the Email campaign focused on targeting moms with children, holiday shoppers, and online shoppers

Take advantage of **matchback reports** to track return on advertising spend (ROAS)!
Setting up conversion points by placing a pixel on a client's website will also enable more in-depth reporting and analysis

