

OVERVIEW

Client

Nonprofit

Campaign Length

3 Months

Geography

Eastern US

Total Investment

\$30,000

Objectives

Increase form fills

Products Utilized

SEM, Email, Streaming Audio, Display, and Native Advertising

RESULTS

17k

New Unique
website users

300%

Increase in web
traffic

139

Form fills

STRATEGY & SOLUTIONS

- Our team specifically chose the mix of products in order to focus on top of the sales funnel awareness, through Display Banners, Native, Streaming Audio, and then incorporated mid-funnel using 7 Email Blasts.
- To increase form fills, we leveraged SEM to complete the bottom of the funnel.
- The campaign performed so well, the client had a waitlist and had to hire more staff to handle the volume.