



CASE STUDY

PEOPLE & SOCIETY

**NON-PROFIT MATCHES 83 DONATIONS
BACK TO DEVICE ID AND EMAIL CAMPAIGNS**

SOLUTION

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.

THE RESULTS

The client spent just over \$6,000 in retail spending for the campaign period. Ultimately, we were able to reach a targeted audience with strong engagement driving over **7,400** people to their donation page and matched back to **83** donations tied directly to our Device ID campaign!

THE FINDINGS

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.

THE DETAILS



INDUSTRY
Nonprofits



CAMPAIGN LENGTH
Three Weeks



OBJECTIVE
The client sought to grow the number of donations received.



CHALLENGE
Effectively reaching people during the holiday season and before year-end.

