

Leveraging Facebook to drive charitable donations

Drive awareness and ultimately donations for a national non-profit during the busiest time of the year: the holiday season.

Approach

To measure and optimize to the best performance, Adaptly proposed a range of targeting tactics across two ad units to heighten our odds of finding the users most likely to donate. We also looked at historical donation data to determine when users were donating and what trends there were in donation volume through the holiday season.

- We looked at what other initiatives they had running through the holidays to understand how we can encourage users their hitting elsewhere to click through the online donation process.
- Targeting users interested in the talent performing at benefits concerts, retail stores they have a presence in and 3rd party donation data, we were able to set a wide net with little overlap between segments.
- Understanding that donations rise exponentially throughout the month of November and December we served impressions when we knew users wanted to donate.

Results

- Optimized to a \$2.00 CPA through to the donation page
- Served over 50% in the last week of November and first week of December, 25% of the campaign flight based on client's historical donation data.
- Adaptly was chosen for the 2014 media plan based on the success of this campaign.



3.3 million.



CTR 2%.



120,000 clicks.

Key Takeaways

- Using client data to understand the broader scope of customer behavior helped us inform our Facebook budget and helped the client compare us to other media channels.
- Other marketing efforts helped us inform our targeting strategy to build off of awareness earned from other campaigns.

Adaptly