

Case Study for Non-Profit Fundraiser

Company Profile

The client is a national non-profit charity.

Business Situation

This organization sought to use IP Targeting in combination with direct mail to increase registrants for two annual run / walk events.

Solution

What was implemented was a targeted campaign aimed at 230,000 runners in two major metropolitan areas. Through our online display campaign, the NPO was assured that their advertising efforts would reach "real" people instead of fraudulent bots and crawlers, which account for 75% of normal online traffic.

Benefits

Prospects that received IP targeted ads had an 18.2% higher conversion rate than prospects that received only direct mail. IP Targeting was only 10% of the cost of the direct mail campaign, producing a 1.8 for 1 increase in cost efficacy compared to direct mail alone. The ultimate ROI for this campaign was approximately 10/1 for every dollar spent with IP Targeting.

Additionally using list regression validation, IP Targeting was able to identify preferable data sources to further increase conversion rates for the next campaign.

To learn more about how IP Targeting can improve your results, while lowering cost please contact us at info@stockadegroup.com.

