



## Case Studies: Remarketing



The vast majority of website visitors never leave their email address. This represents a lost opportunity to further engage with prospective donors. Even when people do subscribe, email open rates only average around 20 percent. How do you stay top of mind among those who have expressed interest in your cause but may be lost forever? The answer: remarketing.

### How it works

By placing a few lines of code throughout your website, visitors become eligible to receive ads from your organization. These are more effective than traditional forms of advertising because they only target those who already familiar with your cause. On Facebook, these ads appear as sponsored posts in someone's newsfeed. On Google, banner ads can appear on any of the millions of third party websites included in its network. When someone visits *The New York Times* or the *Washington Post* for example, they might see your ad.

### Case Studies

Below we provide examples of how we have helped NGOs use remarketing to acquire donors.

#### Remarketing for Event Registrations on Facebook and Google

##### *Background*

A large non-profit promoting healthy living wanted to boost attendance at its annual nutrition conference.

##### *Solution*

We developed a remarketing campaign that targeted visitors to their conference website who



had not yet registered. Separately, we targeted past attendees based on their email address.

### *Results*

- **42** people who had never previously attended registered as a result of the remarketing campaign. **29** previous attendees registered as well.
- With a cost per conversion of **\$29.00** and a registration fee of **\$549**, over **\$36,000** in revenue was generated for the organization.

## Google Grant and Remarketing

### *Background*

An environmental organization receiving \$40,000 in free Google search advertising each month used the ads to ask for donations. They rarely received any.

### *Solution*

We created hundreds of new ads based on actual search queries and linked to educational pieces tied to the organization's work. The ads did not ask for a donation. Those who clicked the initial ads were later shown remarketing ads on Facebook and Google.

### *Results*

- They spent less than **\$600** on remarketing and received **55** donations
- At a cost per conversion of slightly over **\$10.00** and an average donation of **\$161.00** the campaign generated over **\$8,000** in revenue.

## Google Remarketing and YouTube

### *Background*

We ran a 30-second video ad for a global health organization that appeared prior to other videos watched by their target audience. YouTube video ads are effective at building brand awareness but do a poor job of converting viewers into donors.

### *Solution*

Viewers of the video were added to a Google remarketing audience. One week later, they started seeing banner ads on the Google Display Network that asked for a donation.



### *Results*

- Over **10,000** people viewed the video and **33** donations were made.
- When subtracting the **\$1,100** in advertising costs from both campaigns, the organization earned **\$500**, turning their awareness campaign into a revenue stream. The total revenue will likely be higher when factoring in the life-time value of each donor.

## End-Of-Year Fundraising with Google and Facebook Remarketing

### *Background*

In the wake of the U.S. election, a well-known human rights organization wanted to boost their end-of-year fundraising by stressing the threats to the immigrant community.

### *Solution*

We created a series of ads featuring different immigrant populations that targeted donors, Facebook fans, and website visitors.

### *Results*

- A combined ad spend of over **\$6,000** generated **266** donations.
- With a cost per conversion of **\$23** and an average donation of **\$200**, they were able to raise over **\$47,000**.
- Facebook generated an additional **196** Page likes, **420** shares and **67** comments.