



## CASE STUDIES

# REMARKETING

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Organizations re-engage audiences for increased reach, conversion and revenue.

**fliptide**

## THE PROBLEM

The vast majority of visitors to your website never donate or leave their email address. This represents a lost opportunity to further engage with prospective donors. Even when people do subscribe to your newsletter, email open rates only average around 20 percent.

*How do you remain engaged with those who are interested in your cause but seemingly lost forever?*

The answer is **remarketing**.



## HOW IT WORKS

On Facebook and Google you create ads that will target your website visitors. You also need to place a few lines of code from each platform on to your website to begin tracking visitors. When your website visitors later visit Facebook, they will see your ad in their news feed. It will look the same as normal post but will include the word “sponsored”.

Google works differently. It partners with millions of websites including The New York Times, Washington Post and other well-known sites. When someone visits any of these partner sites they are eligible to see a banner ad created by your organization.



# SEGMENT: HEALTHY LIVING 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.

## RESULTS

- 50 people who had never previously attended registered as a result of the remarketing campaign. 81 previous attendees registered as well.
- With a cost per conversion of **\$32** and a registration fee of **\$549**, over **\$65,000** in revenue was generated for the organization (includes all advertising and consulting fees).



# SEGMENT: ENVIRONMENT GOOGLE GRANT AND REMARKETING

## BACKGROUND

An environmental NGO had been awarded \$40,000 per month in free Google search advertising. They were using it to ask for donations but rarely received any.

## SOLUTION

We created hundreds of new search ads that linked to different pages highlighting the organization's work. The ads did not ask for donations. Those who clicked the initial ads were later shown remarketing ads on Facebook and Google that did ask for donations.

## RESULTS

- They spent less than **\$600** on remarketing and received **55** donations.
- At a cost per conversion of slightly over **\$10** and an average donation of **\$161** the campaign generated over **\$8,000** in revenue.



# SEGMENT: GLOBAL HEALTH GOOGLE REMARKETING AND YOUTUBE

## BACKGROUND

A global health organization had previously utilized video ads to increase brand awareness. Donations may not have been the intended goal but any money received would have helped offset the cost of the campaign. They rarely received any however despite placing a donate button on the video itself.

## SOLUTION

We ran a 30-second video ad which appeared prior to other videos watched by their target demographic. Viewers of the video were added to a Google remarketing audience. One week later, they were shown banner ads asking for donations on the Google Display Network.

## RESULTS

- Over **30,000** people viewed the video and **33** donations were made through remarketing totaling **\$1,650**.
- This more than paid for all advertising and consulting fees, allowing them to increase their brand awareness at no cost to the organization.



# SEGMENT: HUMAN RIGHTS 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 its end-of-year fundraising by highlighting threats to the immigrant community.

## SOLUTION

We created a series of Facebook 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**.
- An additional **196** page likes, **420** shares and **67** comments were generated.

## ABOUT FLIPTIDE

Fliptide is a boutique digital marketing firm based in Washington, DC that helps nonprofits boost their online impact and attract supporters. It was founded by Brett Gerstein, who draws on his years of experience working with NGOs and Members of Congress to drive results.

We offer personalized attention and reasonable fees rarely found at larger agencies. Our clients have included the American Diabetes Association, Senator Bernie Sanders (I-VT), Special Olympics International, The National Council on Aging, Certified Humane and many others.

Learn why our digital marketing strategies and online advertising campaigns offer a blueprint for fundraising success that ensures you will be seen, heard and responded to.

## CONTACT US

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