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Success with Donor Campaigns



A large non-profit asks for data consultancy support in their donor campaigns

M+R, approached us in September 2022 for data consultancy support in their clients' marketing campaigns. Conscious of the niche nature of their target audience, we recommended two types of data segment: one was our proprietary "Environmental Wildlife Donors" dataset and another was a custom audience built using keywords, including wildlife, forest service, environmental donor and animal habitat.

For the campaign execution, we recommended a full-funnel approach. For the top of the funnel, M+R ran a display campaign for their client in December 2022 on Yahoo inventory. This created brand awareness and drove users to learn more about the client's goals and activities. For the bottom of the funnel, Facebook was identified as a channel for lead generation using our digital data segments.

The display campaign on Yahoo proved to be an excellent choice for brand awareness and consideration. Not only was M+R able to deliver **24M impressions** and a **low CPM of \$0.17**, they were also able to achieve a respectable CTR of 0.24% which helped to drive users to the client's site.

With regards to the donor acquisition effort, on Facebook M+R was able to achieve a **CTR of 1.4%** and saw a high level of new donors, **reducing the prospecting CPD (cost per donor) by 8%**. It also drove the highest annualized return on ad spend of The Wilderness Society's prospecting audiences.

We believe in a test and learn approach and, even though M+R had already seen positive results in their first campaign, we were keen to drive even better performance. We therefore recommended some changes to the data segments. These included continuing to use our "Environmental Wildlife Donors" dataset but filtering by household income and multi donors to reach people who were more likely to spend more. In addition, for the custom audience, we increased scale and reach by expanding the number of keywords. After tweaking the segments according to our recommendations, M+R saw their Facebook campaign yield even better results. Our segments drove twice the donations and **reduced their cost per donation by \$184**.



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