

National Nonprofit Organization

Programmatic advertising can be the best option to drive lower funnel conversions and impactful business results for various scenarios. A national nonprofit organization worked with Choozle to drive donations, increase brand awareness, and keep specific metrics like CTR & CPA within an acceptable range.



THE OBJECTIVE

- Drive donations
- Keep a high CTR and low CPA
- Build brand awareness through prospecting and messaging to build a strong donor base

THE SOLUTION

For this campaign, first-party and retargeting data was primarily utilized to drive progress towards the campaign goals. For prospecting, lookalike audiences were built off varying CRM lists and site conquering (active donors, cart retargeting, site retargeting) while excluding those who have converted from previous Choozle campaigns. Additional lookalike audiences were built to drive donations for specific campaign efforts based on previous campaigns where efforts could drive cross-success. Site conquering allowed us to reach users visiting or interested in other non-profit competitors. These could be users who may not have visited the website prior but fell within the ideal target audience.

CLIENT TESTIMONIAL

“We worked closely [with the Choozle team] to identify conversion drivers through analyzing past performance, viewing web traffic insights to determine our key demographic for demographic targeting, and understanding the value of first-party data.”

KEY RESULTS

\$19.42
CPA

\$2.02
CPM

106MM
IMPRESSIONS

11,301
CONVERSIONS FOR
REVENUE

***OF \$1,693,217.68
(TRACKED BY CHOOZLE
DYNAMIC PIXEL)**

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