Case Study

choozle

Driving users to action is a crucial focus for nonprofit organizations. But knowing what mix of channels drives the best action can be challenging. A national nonprofit organization wanted to increase donations by testing out different channels and their impact on the path to conversion using full-funnel attribution.

The Objective

- Engage users throughout their journey to drive both brand awareness and donations
- Understand what mix of channels drive the best action
- Gain and maintain knowledge of programmatic advertising strategies and tactics

The Solution

Leveraging Choozle, the national nonprofit created a multi-channel and multi-device digital advertising strategy to drive conversions. Their digital advertising strategy used cross-device partners to fully measure the conversion path across all environments, including in-app and connected TV.

The cross-device campaigns measured the performance of each channel and device that drove donations. Choozle drove an overall cost per acquisition (CPA) of $13 for a $9.99 monthly donation in a campaign. More importantly, the nonprofit gained better insight into what channels and devices drove the best conversions. They found that 21 percent of users who converted on desktop saw only the ad on their mobile/tablet device before switching to desktop to convert. Users who saw an ad on multiple devices had a higher conversion rate than if they saw an ad on just one device. For example, the mobile conversion rate was 0.08 percent, and the tablet was 0.03 percent, but when we served a user on mobile and tablet, the conversion rate was 0.12 percent. Having this additional insight will help them better plan their ongoing digital advertising strategies.

Key Results

0.12%
conversion rate
**by targeting
multiple devices**

$13
CPA for a
**$9.99 monthly
donation**