

AnalyticsIQ data helps non-profit connect with donors online.

Custom and look-alike models perform better when built on a strong foundation.



Goal

A national non-profit was aiming to better connect with both current and new donors as efficiently as possible. They knew that in this digital age, online platforms were the place to get started. The marketing team wanted to use custom audiences - a blended list of both donors and prospects - to reach their audience across Facebook.

The client tapped AnalyticsIQ to help them build the perfect audience because of their comprehensive data and non-profit expertise.



Solution

The marketing team started their journey to reach current and potential donors by working with AnalyticsIQ to create a robust audience file that included both donors and highly likely prospects based on AnalyticsIQ PeopleCore database.

The client then leveraged this data in partnership with Facebook to develop the final audiences for campaign targeting. To maximize reach and connect with a second layer of potential donors, the client also used the strong AnalyticsIQ seed file to create a look-alike audience for their Facebook campaign.



Results

The audiences created from the AnalyticsIQ data were the most successful audiences for the Facebook campaign.

- Cost to acquire a new donor dropped from \$812 to \$162 ... an **over 80% decrease in CPA!**
- Engagement rates increased by **32%** with AnalyticsIQ audiences driving 2.97% vs. 2.24%.
- Cost-per-click decreased by over **20%** for the look-alike audiences, going from \$4.24 to \$3.12.
- These audiences **accounted for over half of all Facebook donor revenue.**



Continued Success

When this campaign initiative launched, the non-profit organization was behind pace to meet critical fundraising goals. Since the launch and continued use of the audiences, they have not only met their goals, but are ahead of them.

The AnalyticsIQ driven segments continue to be the best performing and most efficient audiences used by the non-profit today.

Are you ready to see the same results? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at sales@analytics-iq.com.