

Seamless Tracking. **Better Results.**

Campaign Results

Client: Bottomless Closet

Campaign: November Appeal Campaign 2021

Target Audience: Select Donors

QTY Digital Records: 4,841



Lead Match: *Allows you to capture who came to your website whether they were on your mail list or not.*

- 1,102 total leads identified / potential new donors



Campaign Accelerator / On-line Follow-up: *Campaign Accelerator geographically targets people in the same geographic location as the mailing list and overlays it with top key words and key phrases driving traffic to your website to ensure threshold is reached and on-line follow-up (cookies) kicks in, also drives relevant traffic to help you acquire more customers through your website.*

- Total Ads Displayed 56,811 times / 179 Total click throughs



Social Media Follow-Up: *Website visitors with Facebook & Instagram accounts will see your ads on their newsfeeds while scrolling through their accounts directing them back to your website.*

- Currently < 1,000 unique visitors w/social media accounts / 2,213 ad displays / 15 click throughs



SocialMatch: *We match your mailing list records to their Facebook and Instagram user accounts. Your targeted market will not only receive the mailing but will be delivered the SAME message on their social feeds.*

- 1,558 reached / 1,982 ad displays / 19 click throughs / 1.3% click through rate



Observation: This campaign had an overall impression count of 65,847 (views by potential donors).