

Case Study: **Nonprofit Organization**



Rotation Direct®

(512)-580-9043

Overview

Encouraging user engagement is a pivotal objective for nonprofit organizations. However, determining the most effective combination of channels for driving desired actions can pose a significant challenge. A global nonprofit entity, CARE, sought to enhance donation levels by experimenting with various channels and evaluating their influence on the conversion journey through comprehensive attribution analysis.



Objectives

- Foster user interaction at every stage of their experience to enhance both brand recognition and contributions.
- Comprehend the optimal combination of platforms that spur the most impactful engagement.
- Acquire and sustain proficiency in the realm of programmatic advertising methods and approaches.



Key Result



5% conversion rate
increase on donations by
targeting multiple devices



\$12 CPA for a \$19.99
monthly donation



Rotation Direct[®]

(512)-580-9043

Conclusion

Utilizing Rotation Direct, CARE implemented a diverse digital advertising strategy across various channels and devices to boost conversion rates. Their approach involved collaborating with cross-device partners to comprehensively track conversion paths in all environments, including in-app and connected TV.

The performance analysis of cross-device campaigns revealed that Rotation Direct achieved an overall cost per acquisition (CPA) of \$12 for a \$19.99 monthly donation in a specific campaign. Significantly, the nonprofit gained valuable insights into the most effective channels and devices driving conversions.

Discoveries included the fact that 23 percent of desktop converters initially encountered the ad on their mobile or tablet devices before switching to desktop for conversion. Users exposed to ads on multiple devices exhibited higher conversion rates compared to those who encountered ads on a single device. For instance, the mobile conversion rate stood at 3 percent, the tablet at 2 percent, but when users were targeted on both mobile and tablet, the conversion rate increased to 5 percent. This newfound understanding will aid in refining and planning their ongoing digital advertising strategies.



Rotation Direct[®]

(512)-580-9043