

Epilepsy Foundation



GOAL:

Year End Appeal

CHANNELS:

Direct Mail, Informed Delivery, Social Media and Google Display Network

GRAPHICS:

Direct Mail Pieces Card



Online Follow Up Ads



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 118,926

All efforts combined. 27.48 times the amount of exposure received in traditional direct mail campaign.

ENGAGEMENTS: 498

Total clicks from campaign on all communication channels.

TOTAL LEADS: 18,476

Number of people who were identified as website visitors.

TOTAL LEADMATCH: 88

Number of people who clicked on your ad that were on your mailing list.



Mail Tracking

4,113 direct mail pieces delivered

98.81% delivered in 10 days

Informed Delivery®

528 Emails sent – 13% of list had I.D.

355 Emails opened – 67% email open rate

3 Ads clicked – 0.845% click through rate

Smart Targeting

84,827 times your ads have been displayed

373 ad clicked – 0.44% click through rate (industry average is .35%)

Social Match

1,532 – 37% of people on your mail list matched with Facebook or Instagram accounts

1,945 ads were displayed to those people identified

18 clicks (these people would continue to be followed with your ads) – 0.925% click through rate

Social Media Follow Up Ads

15,000 unique visitors w/social media.

NOTE: Facebook will not report a definitive number of followers until the number is greater than 1,000

25,918 ads were displayed

96 clicks – 0.37% click through rate

LEADMatch

18,200 total leads **88** of them were people from your mail list – 0.483% list engagement

4,550 – Total campaign cost
.038¢ per touch