



GOAL:

To increase donations from alumni

CHANNELS:

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

GRAPHICS:

Direct Mail Pieces

Online Follow Up Ads

Appeal



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 291,133

282,013 digital displays and 9,120 Direct Mail Pieces. You received 32 times more exposure on your direct mail by including digital ads.

ENGAGEMENTS: 673

Total clicks from Campaign Accelerator, Online Follow-Up, Social Media Follow-Up, and SocialMatch.



Mail Tracking

9,162 were mailed

9,120 pieces confirmed delivery; 85% delivered in 4 days

Informed Delivery®

1,729 emails sent

1,199 emails opened; **69%** email open rate

3 ads clicked

Online Follow Up

275,389 Google display ads

665 times your ads have been clicked on

520 unique visitors to the website

Social Match

2,271 people that see your content

2,828 ads were displayed to those people identified

2 clicks (these people would continue to be followed with your ads)

LEADMatch

302 total leads **3** of them were people from your mail list

TOTAL LEADS: 302

Number of people who clicked on your ad that were not on your mailing list.

TOTAL LEADMATCH: 3

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

Most Vvisited Pages:

Number of Visits:

<https://gtm-msr.appspot.com/render?id=GTM-53HB7R7>

356

<https://www.supportmadisoncollege.org/>

228

<https://www.supportmadisoncollege.org/2020-holiday/>

94

Most Vvisited Pages:

Number of Visits:

https://www.supportmadisoncollege.org/2020-holiday/?utm_source=dm&utm_medium=gca&utm_campaign=22112

58

https://www.supportmadisoncollege.org/2020-holiday/?utm_source=dm&utm_medium=gre&utm_campaign=22112

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