

Urban League of Greater Madison



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GOAL:

To increase donations for the year-end appeal

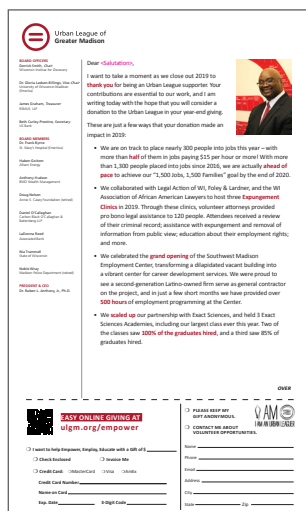
CHANNELS:

Direct Mail, Social Media and Google Display Network

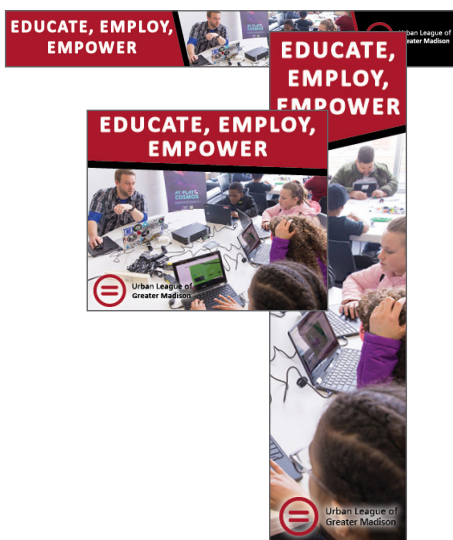
GRAPHICS:

Direct Mail Pieces

Letter



Online Follow Up Ads



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 143,309

All efforts combined

ENGAGEMENTS: 597

Total clicks from Campaign Accelerator, Online Follow-up, Social Media follow-up and Social Match.

TOTAL VISITORS: 1,900

Number of people driven to your URL

TOTAL LEADS: 1,302

Number of people who visited your website or landing pages where your cookie code was placed.

TOTAL LEADMATCH: 20

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



Mail Tracking

APPEAL LETTER

1,997 on 12/20/2019

99.71% DELIVERED; 55% delivered in 4 days; 91% delivered in 6 days

Online Follow Up Ads

91,151 times your ads have been displayed

497 times your ads have been clicked on

1,900 people are on your follow-up list (meaning they will continue to be followed by your ad)

Most **ad views** where on 1/4/2020

Most **ad clicks** where on 12/28/19

Social Match

930 people were identified on your mail list with Facebook or Instagram accounts

1,300 ads were displayed to those people identified

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

Social Media Follow Up Ads

<1,000 unique visitors w/social media.

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

1,419 ads were displayed

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

LEADMatch

Total Leads: 1,302 Number of people who visited your website landing page that were matched with a postal address.

Lead Match: 20 Number of people who visited your website landing page that were on your mailing list.