

The Atlanta Community Food Bank was looking to increase awareness around community efforts

The Atlanta Community Food Bank was looking to increase awareness around the good work they are doing in the community and drive donations to support their efforts, they were looking to achieve a \$15 CPA goal.

At the end of the 30-day campaign we delivered 286 conversions, a CTR of .78% and a CPA of 13.22. In addition we provided the client with 20% added value impressions to show our support for ACFB and the community they serve.



Huddled Masses strategies

BEHAVIORAL TARGETING

We targeted likely donors to children's and poverty causes, as well as HHI individuals in Atlanta.

CONTEXTUAL TARGETING

We targeted local news and causes related content.

LOOKALIKE MODELING

Our proprietary algorithm created a seed audience from conversion data and targeted consumers who are similar to ones that are converting.

RE-MARKETING

We retargeted to people who visited the site but did not make a donation and targeted them with sequential messaging.

SOCIAL ACTIVATION

We activated the campaign across Facebook, Instagram and Pinterest in addition to our DSP for additional reach.

NATIVE

We also ran native in-feed ads across our DSP's targeted to local news and finance content.

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Optimizations

Behavioral: Added "Community > Charity Donor > For the Good of All Local Site PMP: We saw that a local site was the top converting site, so we reached out to the publisher to create a private marketplace deal.

Lookalike & Search Re-targeting: Were the best performing strategies increased budget allocation and decrease budget on lesser performing strategies

REM: Increased bid and budget as the Re-targeting pool grew.

Added: Adaptive Segments: These segments weed out exhausted users from the re-targeting pool and adapt to users who are expressing interest by serving them more ads.

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