

KANSAS CITY HOSPICE

Kansas City Hospice & Palliative Care is a nonprofit organization offering a range of services to people of all ages at all stages of serious illness. They've been providing comfort and care to the seriously ill and their families in the greater Kansas City area since 1980.



THE PROBLEM

NEED TO INCREASE DONATIONS TO END-OF-YEAR GIVING CAMPAIGN

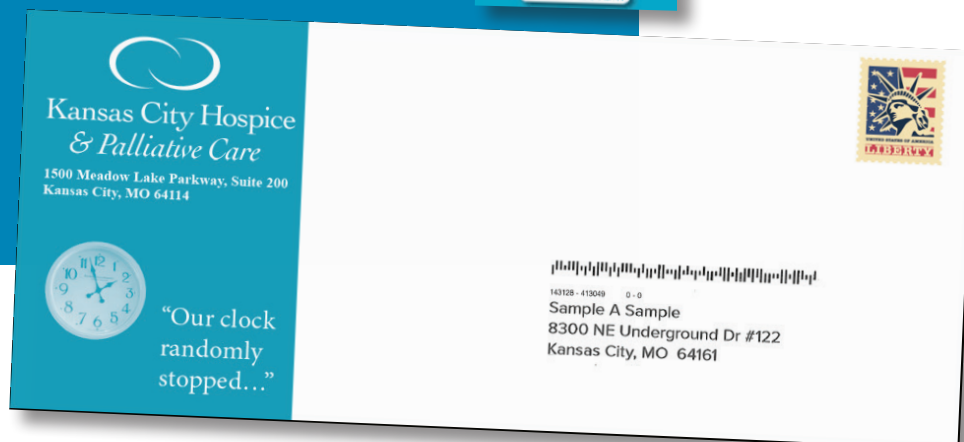
As healthcare costs continue to rise, so does the need for increased donations received through their end of year giving campaign.

This campaign is essential to meet budgeting requirements for the following year.

THE SOLUTION

DELIVER IP TARGETED ADS TO PORTION OF THEIR DIRECT MAIL LIST

Kansas City Hospice wanted to test the IP Targeting solution that NextPage suggested, so a sample from each of the 11 segments that make up their their direct mail list was used to create a target list.



5,626 of the 19,635 total recipients would receive the direct mail piece, in addition to a digital ad component.

30 digital ad impressions were served over the course of a month to each IP Targeted recipient, beginning about the same time the direct mail piece was delivered. The message and content of the direct mail piece was consistent with the digital ads and landing page to help make the connection.



THE RETURN

A 184% LIFT IN CONVERSIONS FOR THE TARGET GROUP OVER CONTROL GROUP

The target list (IP Targeting with direct mail) delivered a conversion rate of 4.44% and 250 conversions, while the control list (just direct mail) had a 1.57% conversion rate with 219 conversions. This was a response lift of over 184%.

