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More Than Print

IP TARGETING

One of the largest nonprofit enterprises is in the city of Louisville. This group assists over 100,000 children every year, working to "enhance the health and well-being of children by delivering financial support for healthcare, research, education, social services, and child advocacy."

THE CHALLENGE

Compelled Past Donors for Continued Support

The nonprofit knew past donors were their most reliable resource for financial support. Finding a cost-effective way to reach previous donors and ask for their continued support had been a challenge in the past.

THE SOLUTION

Previous Donors Answered the Call

By employing an IP algorithm to pair donor home addresses with donor IP addresses, allowed us to deliver targeted banner ads to each household, encouraging continued donations to the nonprofit organization.

THE RETURN

Increased Donations Across the Board

- ❱ **11.2% increase** in conversion rate
- ❱ Totaling **$52,094 in donations** throughout the campaign
- ❱ Providing a **172.8% increase** of the average donation amount

Physical Address

Device (MAIDS)

IP Address

+172.8%
Increase in
Average Donation

11.2%
Conversion Rate

$52,094
In Total Donations