

## PROFILE-SPECIFIC IP TARGETING

One of the largest and longest-standing charitable foundations in Kentucky sought to drive donations from new local donors for their quickly-approaching year-end philanthropy initiative.



### THE CHALLENGE

#### Rapid Insights, Local Focus, Tight Deadline

To be successful, the client wanted to better understand their current donor demographics and psychographics to generate and target look-alike donors. They also wanted the donors to be located in Kentucky, as they would be more likely to donate to the charity. Finally, they only had a 21-day timeframe to launch the campaign as the end of the year was approaching.



### THE SOLUTION

#### Leverage Segmentation Data

Using an innovative, profile-specific IP Targeting solution, we generated a look-alike donor list that closely resembled the demographics and psychographics of their existing donors. Subsequently, leveraging IP Targeting, we correlated the physical addresses of potential donors with their corresponding IP addresses. The client was delighted with the substantial influx of contributions from new donors and has since integrated our services into their annual year-end philanthropic campaigns.



### THE RETURN

#### Substantial Increase in New Donors

- Campaign proved a 1,119% return on advertising spend (ROAS)
- Achieved a 0.3% conversion rate



**0.3%**

Conversion Rate



**1,119%**

Return on Advertising Spend  
(ROAS)

