

How to Drive Online Donations Using Ad Retargeting



Aidan Augustin
Co-Founder and President

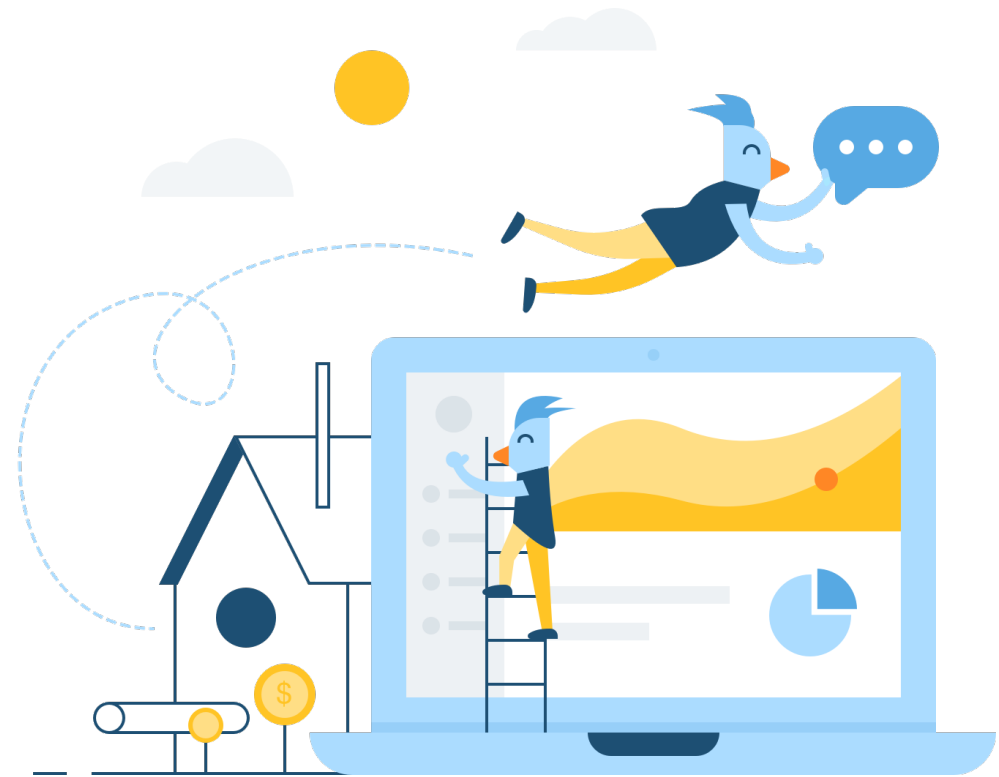






Marketing technology used by
800+ non-profit organizations

- Website Analytics
- Programmatic + Social Advertising
- Influencer Marketing
- Digital Sponsorship Revenue



People are spending a lot more time online right now...

Forbes

COVID-19 Pushes Up Internet Use 70%

Data Usage Has Increased 47 Percent During COVID-19 Quarantine



PCMag Follow
Jun 5 · 3 min read ★



NEWS

US online sales rise 43% amid pandemic in September

Stephanie Crets | Oct 19, 2020

Total Digital Visits

TEN KEY CATEGORIES

EDUCATION
ENTERTAINMENT
FAMILY & YOUTH
FINANCIAL SERVICES
GAMES
GOVERNMENT
HEALTH
NEWS/INFORMATION
RETAIL
SOCIAL MEDIA

43.5B
FEBRUARY
3-9

64.3B
APRIL
20-26

First week of June dipped
as reopenings began

+31%
VS FEB 3-9

56.9B
JULY 27 -
AUGUST 2

FEB 3 FEB 10 FEB 17 FEB 24 MAR 2 MAR 9 MAR 16 MAR 23 MAR 30 APR 6 APR 13 APR 20 APR 27 MAY 4 MAY 11 MAY 18 MAY 25 JUN 1 JUN 8 JUN 15 JUN 22 JUN 29 JUL 6 JUL 13 JUL 20 JUL 27

The background of the slide features a light gray grid of dots. Overlaid on this grid are several small, interconnected clusters of dots. Some of these dots are highlighted in teal or blue, and they are connected by thin, light gray lines, creating a network-like pattern that suggests data flow or relationships.

Ad Retargeting 101

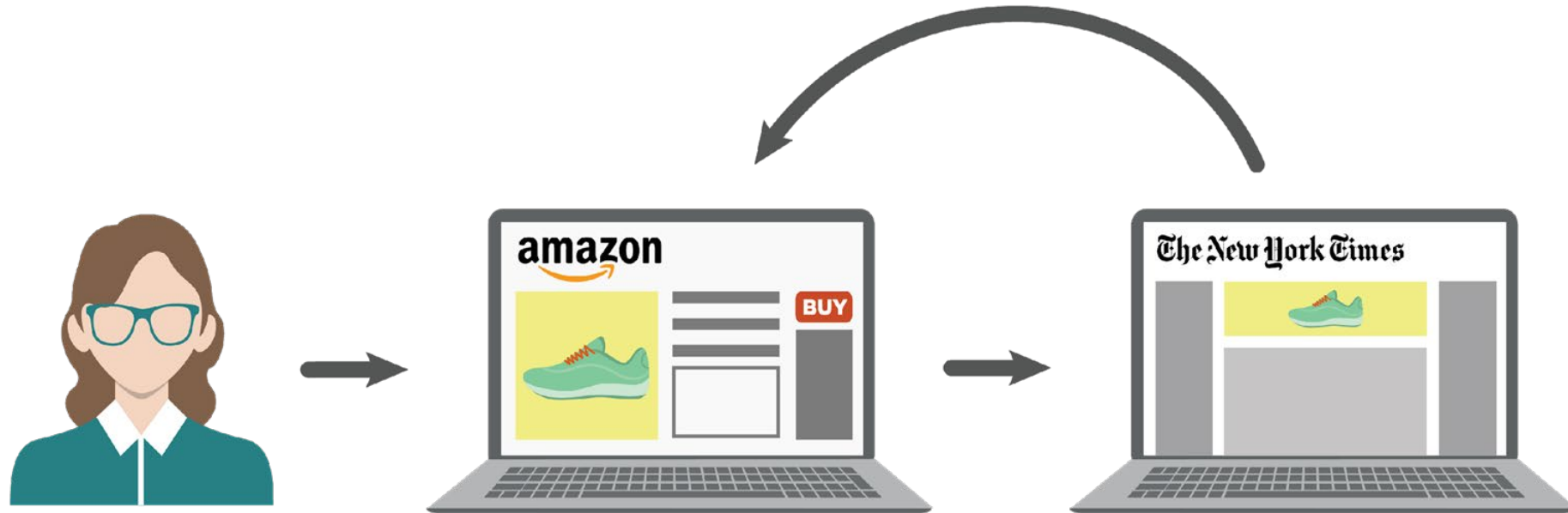
Step One: You visit an online shopping site



Step Two: You leave without purchasing, then start seeing ads for that product “follow” you



Step Three: You go back to the site and purchase





Ad Retargeting 101

- Tracks recent website visitors
 - Reaches those *same people* with ads on *other* websites
 - Advantages:
 - Reaching a “warm” audience
 - Sustained, multi-touch exposure
 - No email or physical address required
 - Affordable!
- 

Wait. How does the ad get there?



Real-Time Bidding (RTB). Driven by web analytics data like cookies, IP address, etc.



RTB. While the page loads, a split-second auction takes place



The highest bidder's ad loads. Who is willing to pay the most to reach you *this moment*?



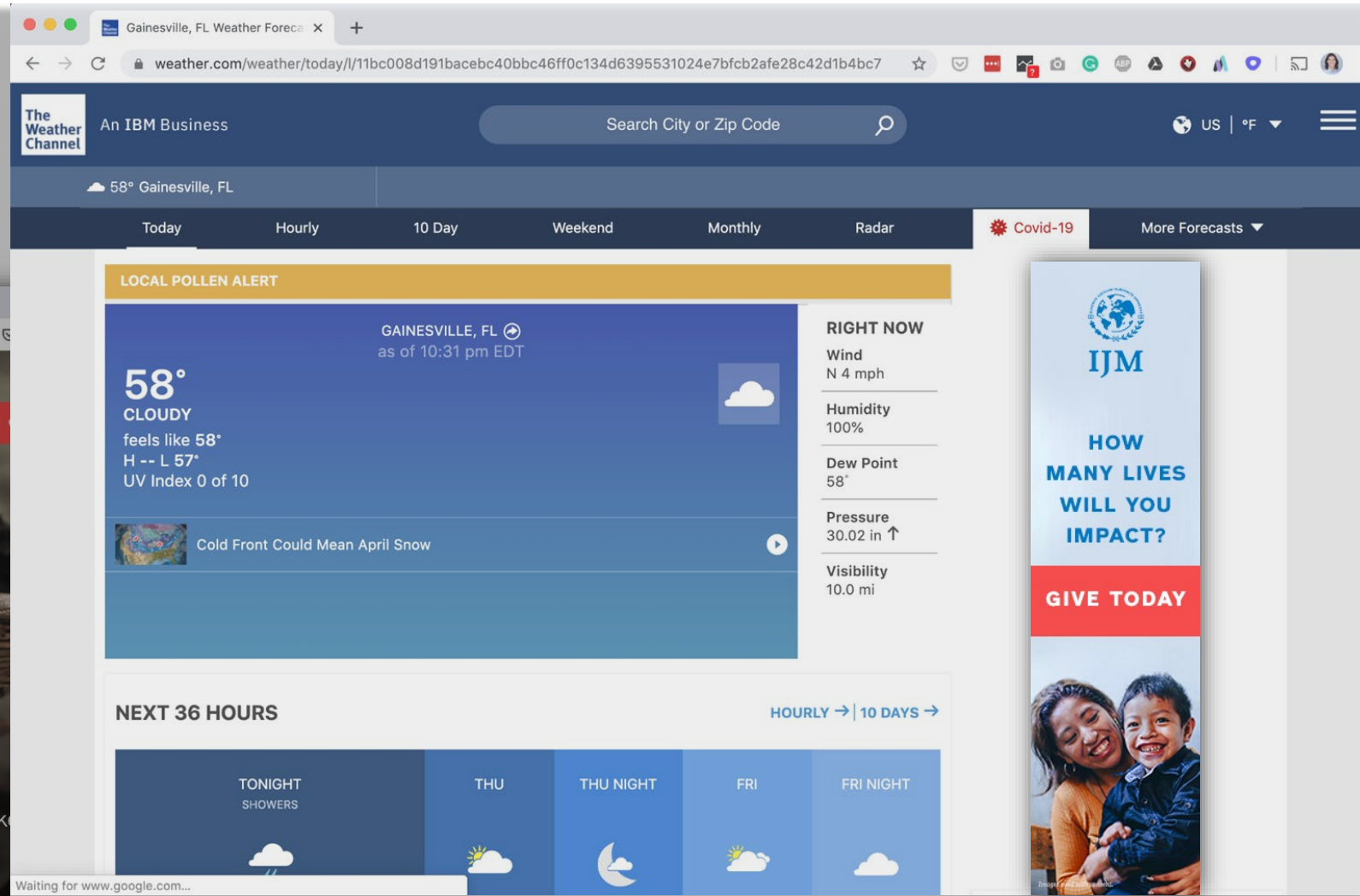
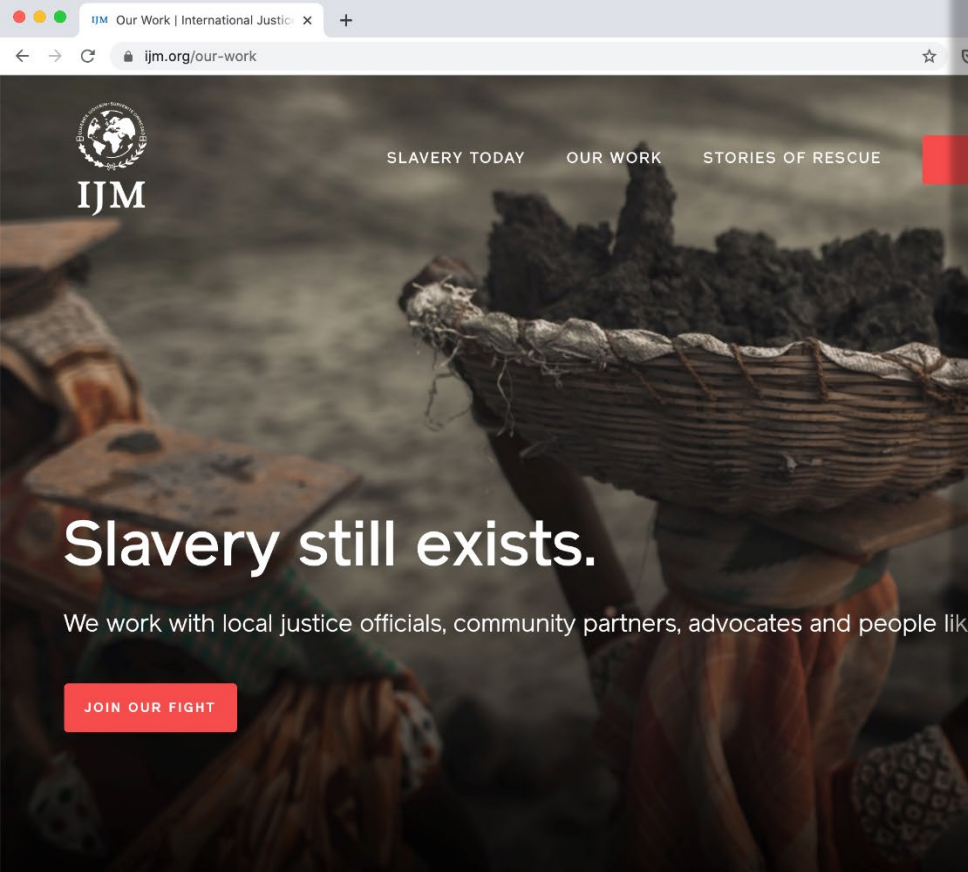
Another Example: Promoting an Event



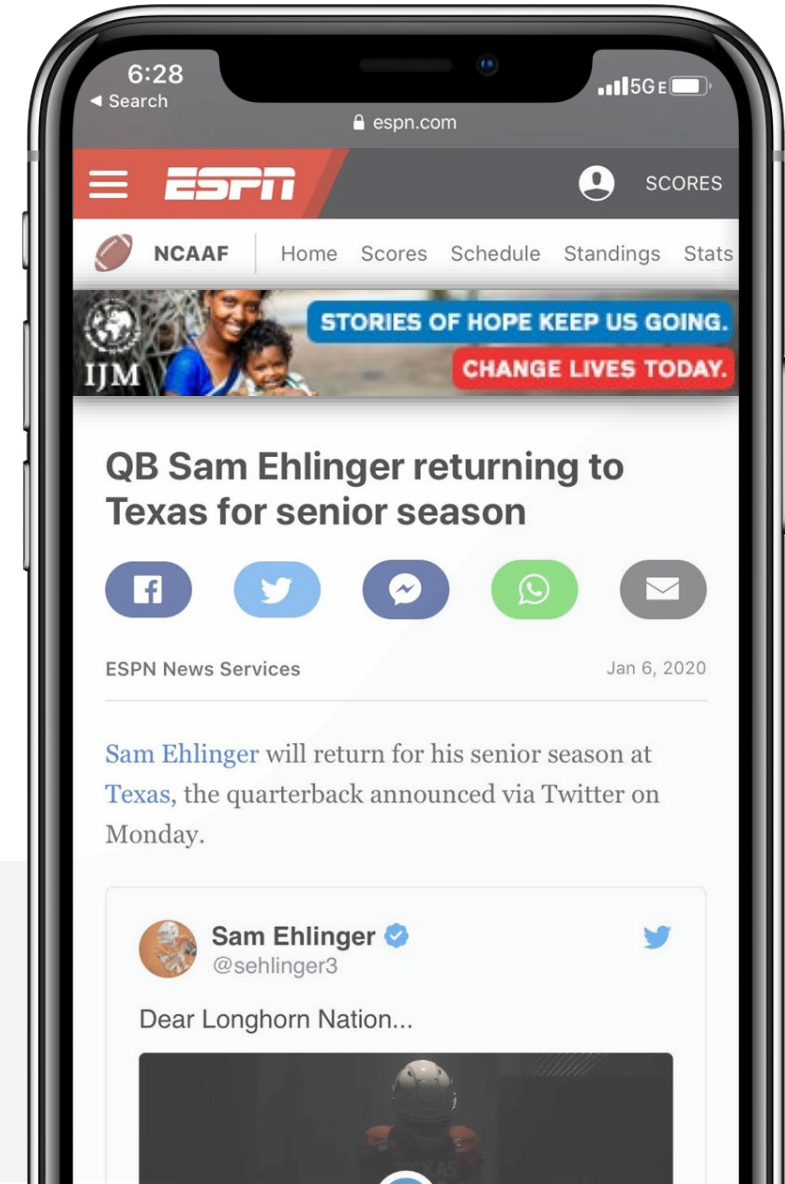
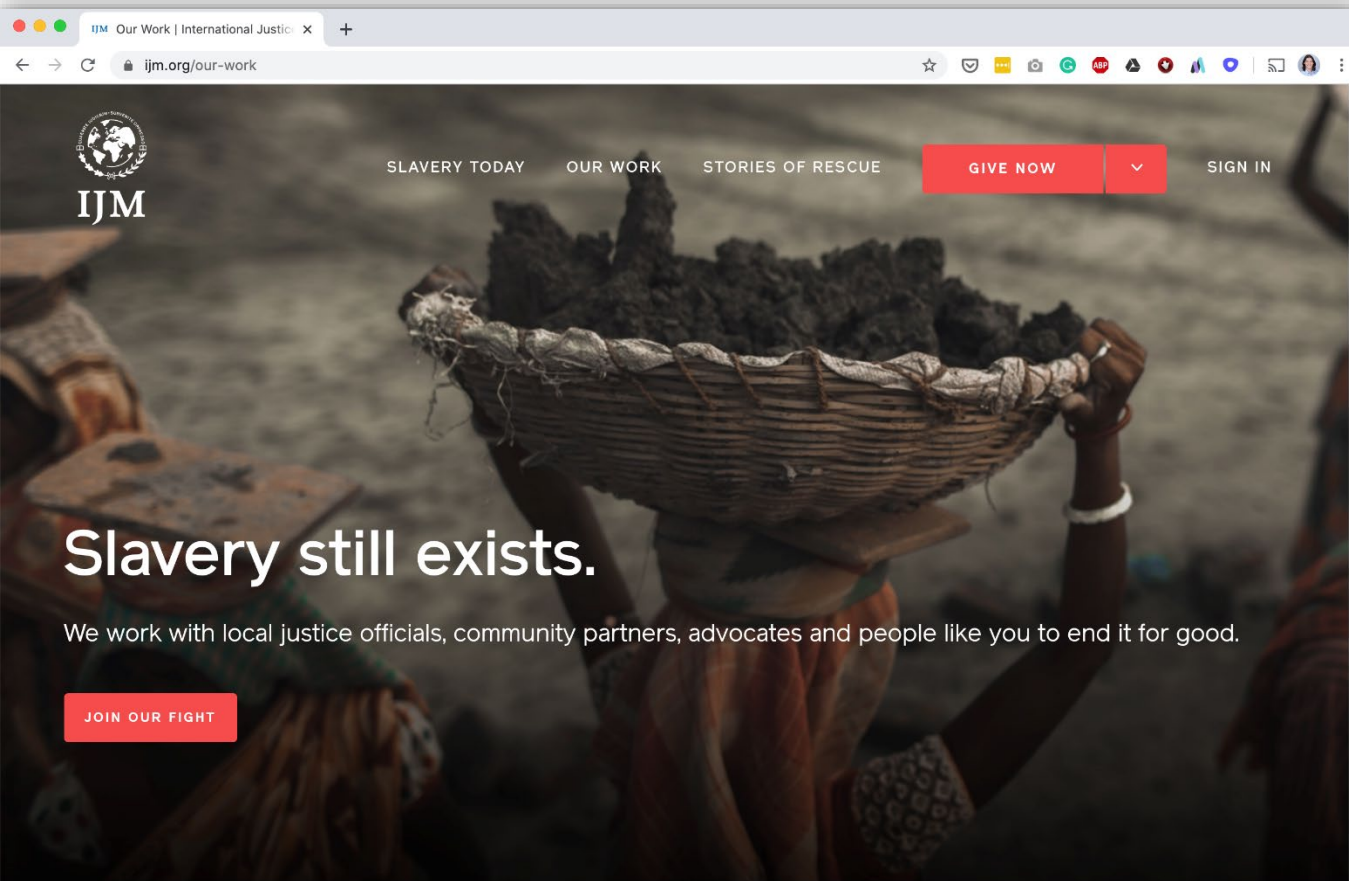
Beyond Banners. 85% of digital ads are transacted this way – including video, social, and mobile ads



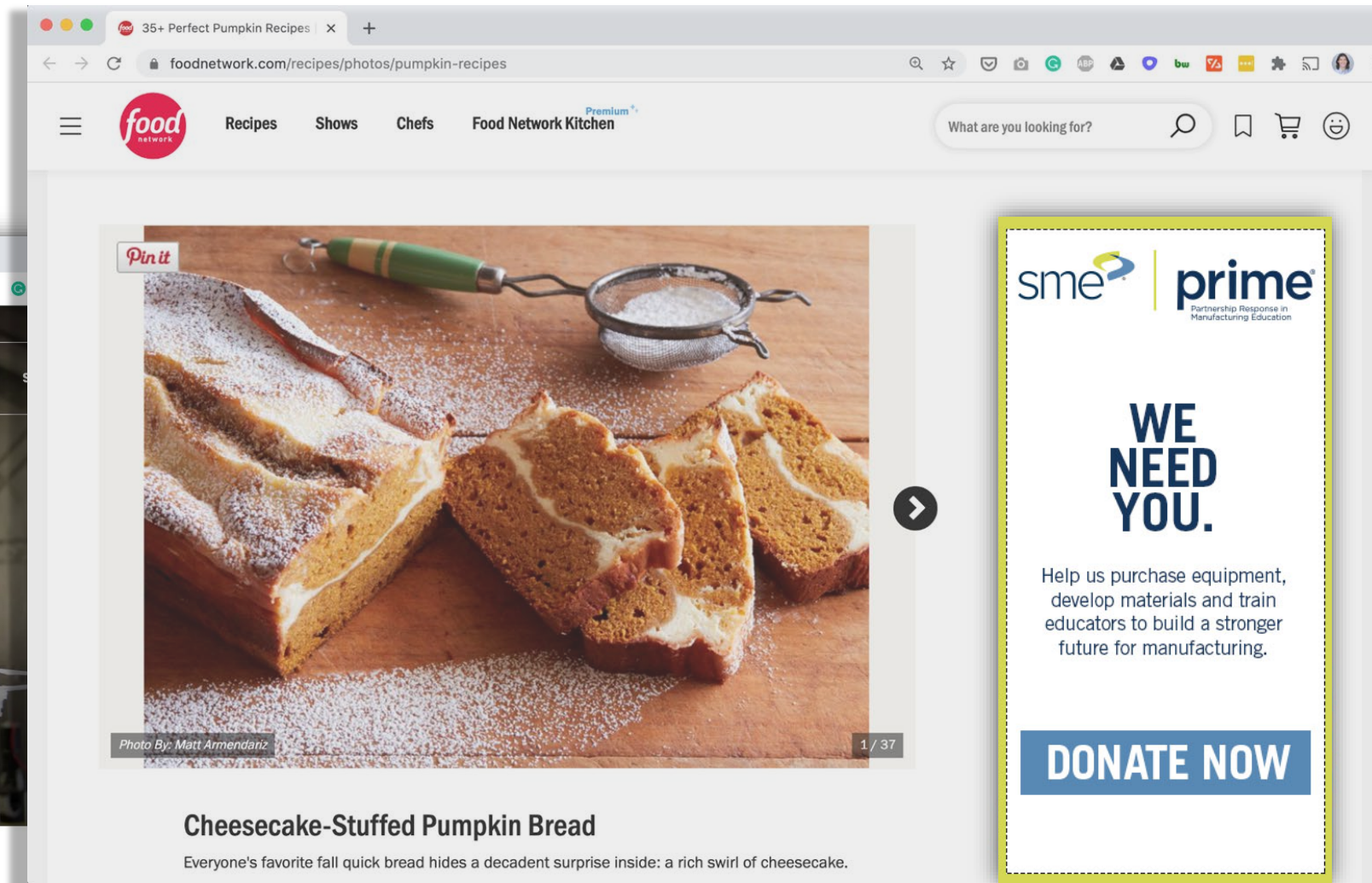
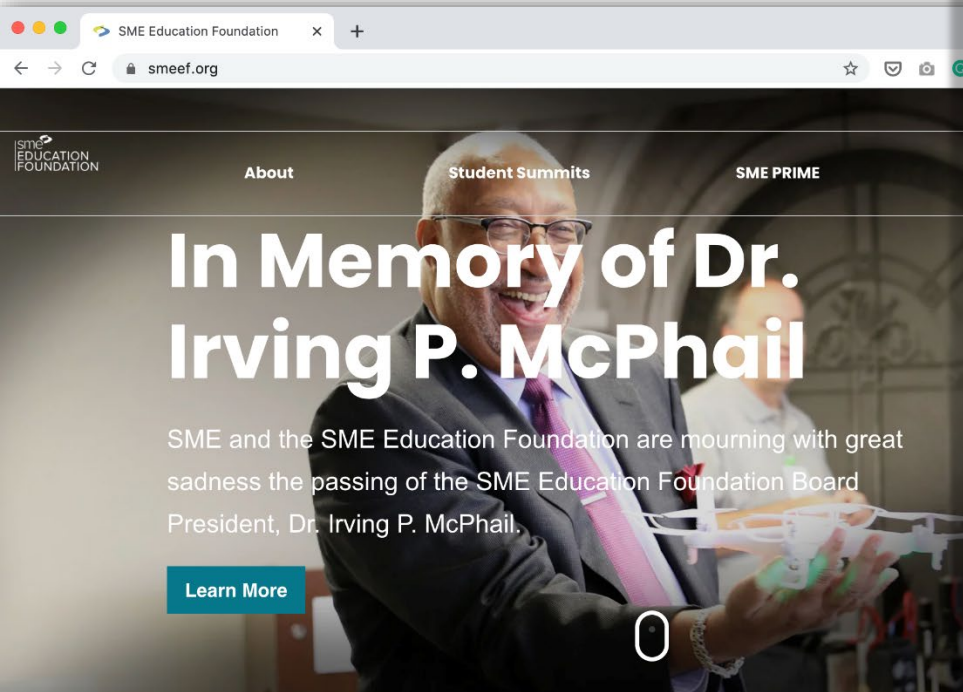
Real Example – International Justice Mission (Online Donations)



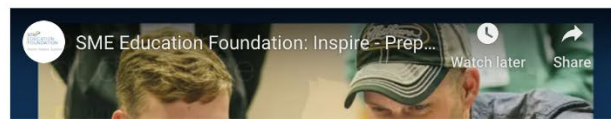
Real Example – International Justice Mission (Online Donations)



Real Example – SME Foundation (Online Donations)



How We Inspire,
Prepare and
Support



Real Example – Humane Society NCF (Virtual Gala/Event)

Woofstock - Humane Society

humane society OF NORTH CENTRAL FLORIDA

HOME ABOUT US RESOURCES VOLUNTEER EVENTS ADOPT FOSTER PET SERVICES

Woofstock

THE 5TH ANNUAL BENEFIT EVENT FOR THE HUMANE SOCIETY OF NORTH CENTRAL FLORIDA

Woofstock

NOVEMBER 5, 2020

The Humane Society of North Central Florida has served our community's pets and pet-owners for five decades. In 2017, our community's animal rescue partners finally surpassed the 90% live-release rate and we have sustained that ever since! As you know, in 2018 we made big moves by becoming the

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March 25, 2020 Democracy Dies in Darkness Edition: U.S. & World | Regional

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Senate rushes to approve \$2.2 trillion coronavirus bill

"I will sign it immediately," President Trump said Wednesday evening as Senate lawmakers tried to set a time for a vote.

By Erica Werner, Mike DeBonis and Paul Kane • 18 minutes ago

Congress to bail out firms that

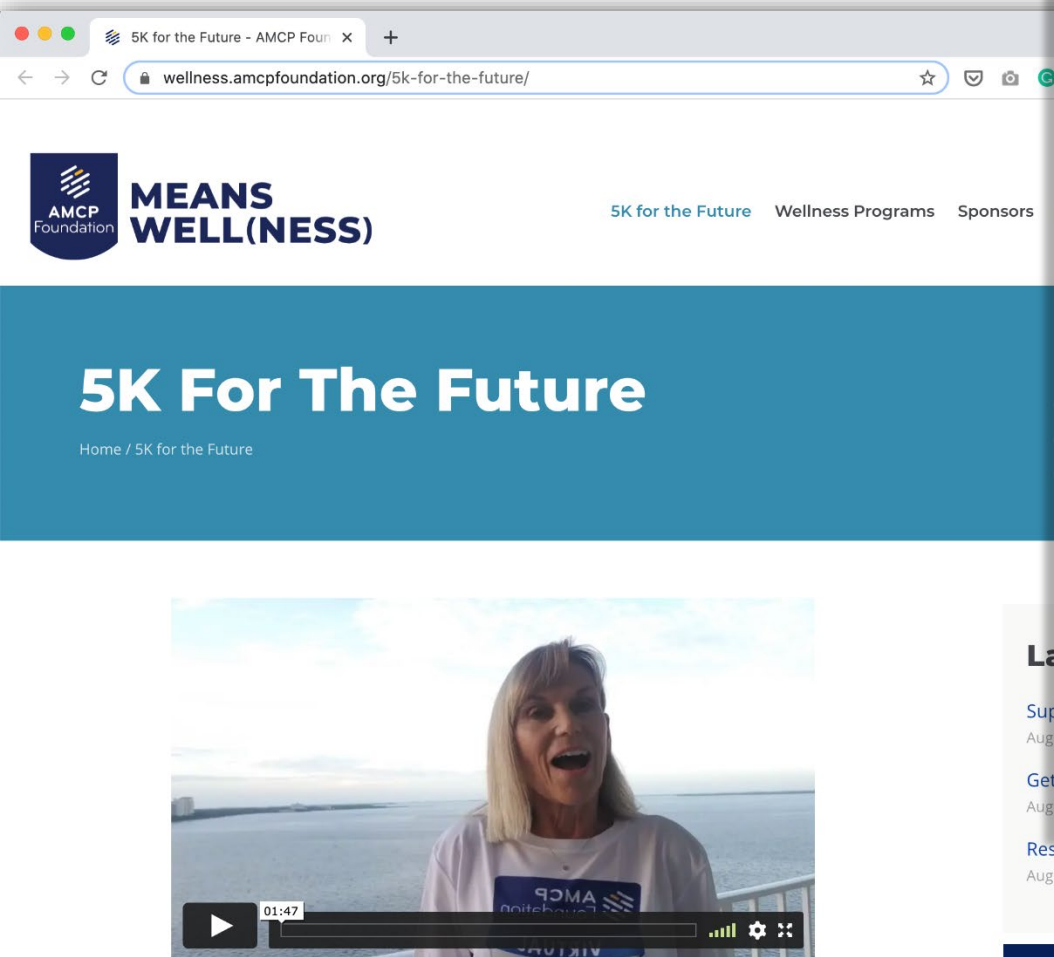
LIVE UPDATES

Access to these updates is free

Biden suggests that Trump's Easter timeline could be 'catastrophic'

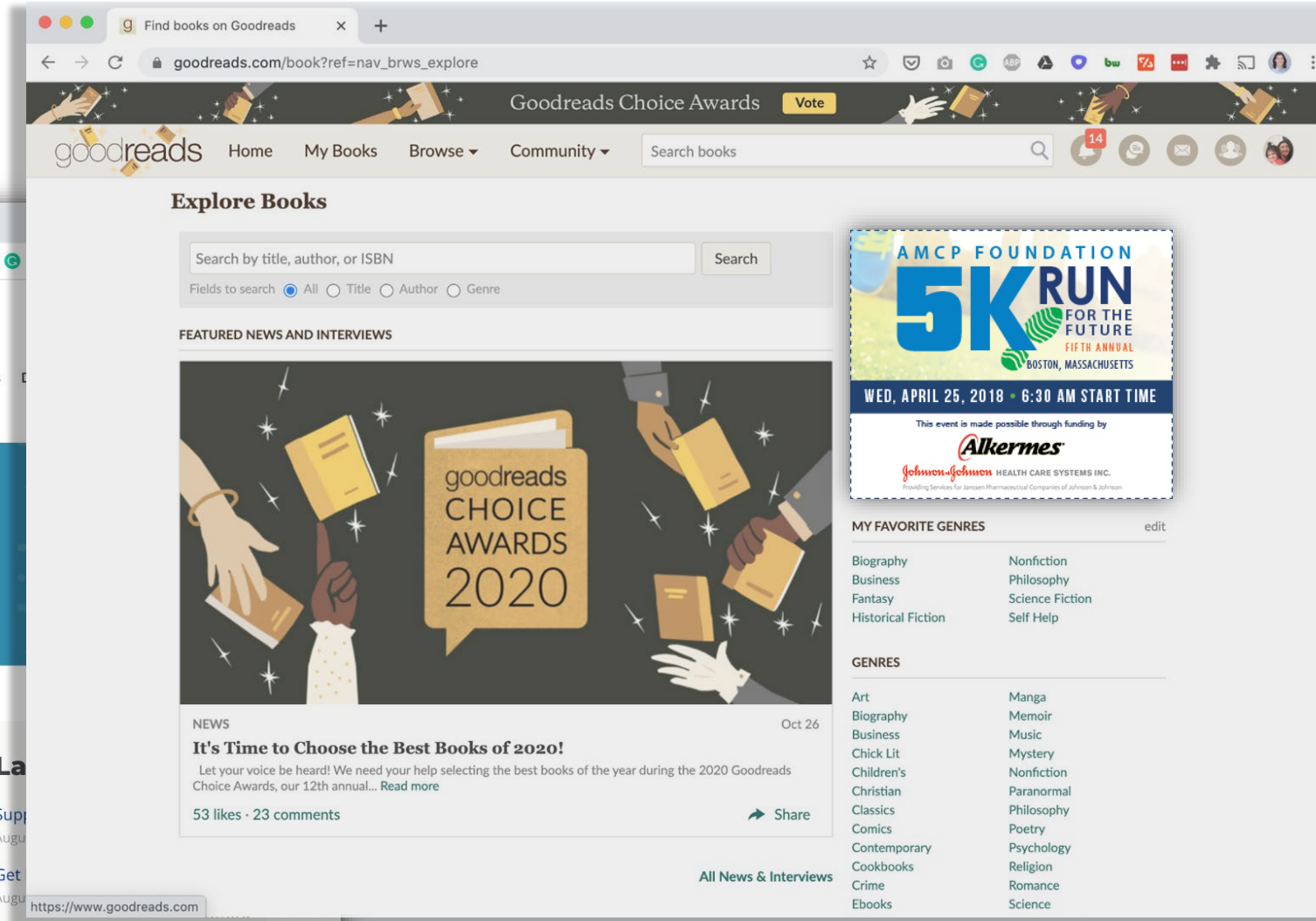
- 8:42 PM **Man who plotted to bomb hospital during coronavirus crisis was killed in confrontation with FBI**
- 8:41 PM **Two cruise ships with 30 sick on board will dock in Miami**
- 8:33 PM **Department of Defense issues**

Real Example – AMCP Foundation (5K Run Fundraiser)



https://wellness.amcpfoundation.org

For the first-time ever, the 5K for the Future will take



Run or Walk with us in San Francisco!



"I'm looking for X and willing to pay Y !"

Advertiser



Ad Exchange



Site with
Ad Space

*" X is loading my site and I have Z ad space
available, who's willing to pay the most?"*



Programmatic Advertising

The automated process of purchasing digital ad inventory via RTB, based on ***audience targeting criteria*** set by the advertiser

Traditional Ad Sales



Programmatic Ad Buys



Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website

Programmatic Advertising



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Email Mapping (“CRM Retargeting”)	Are on one of your email lists

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Lookalike Audiences	Behave similar to your website visitors
Persona, Interest, Contextual	Are tagged and profiled by third-party data vendors based on browsing/shopping

- Geofencing
- Search Keywords
- Lookalike
- Persona/Interest/Contextual

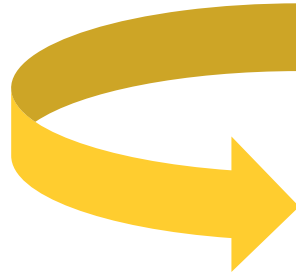
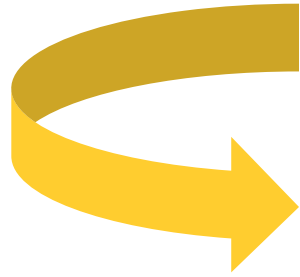
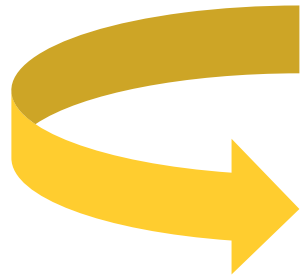
All Potential Donors

Awareness

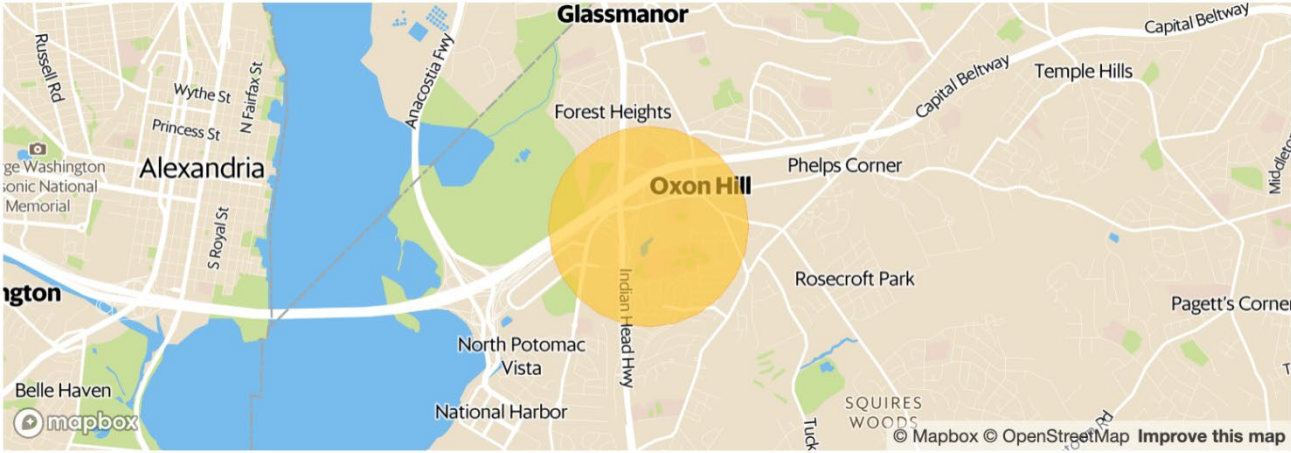
Engagement

Conversion

- Site Retargeting
- Email List Matching



Geofencing



► Show Places (1)

Optional: Upload a .csv file of your target locations. Each location should be specified as latitude/longitude coordinates. [Click here](#) to download an example file to use as a template.

[Upload CSV](#)

Name (required)

Radius **Units** ▼

Geofencing Ideas

- High-End Retail, Restaurants, etc
- Churches and Places of Worship
- Office Buildings
- Yacht Clubs, Golf Courses, etc
- Expensive Zip Codes
- Donor Addresses

Email Matching / “CRM Retargeting”



“CRM Retargeting” Segments

- Previous Donors
- Newsletter Subscribers
- Previous Gala Attendees
- Walk or 5K Participants

WESTEC 2... 

2019 Reg Dropout

Jun 17th '19 - Sep 26th '19



Published

Report

Live



Configure report

Get short link

Copy shareable link

[Export to CSV](#)

Views

374,120

55 Views per User 1,130 Views per Conversion

Clicks

1,475

0.39% CTR

Unique Clicks

1,405

Reach 

6,779

36.52% of Target

Spend

\$1,649.36

\$2,400.00 Budget

CPM

\$4.41

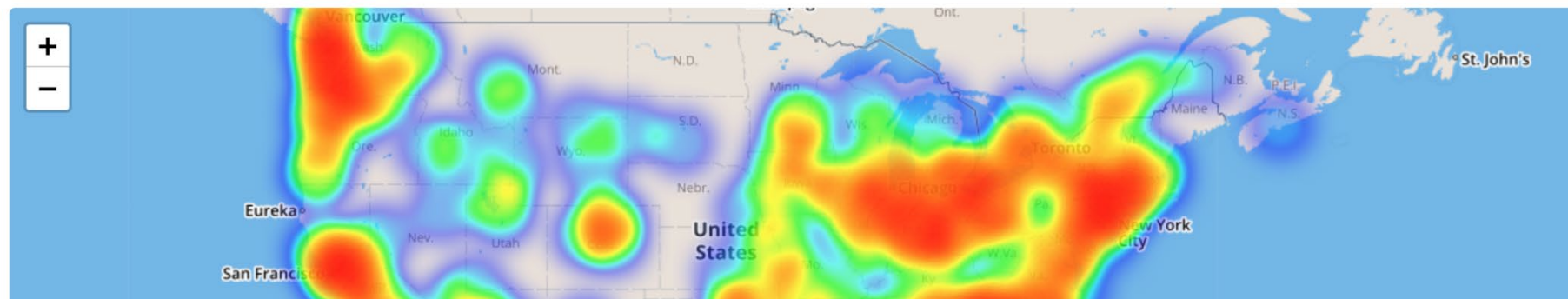
CPC 

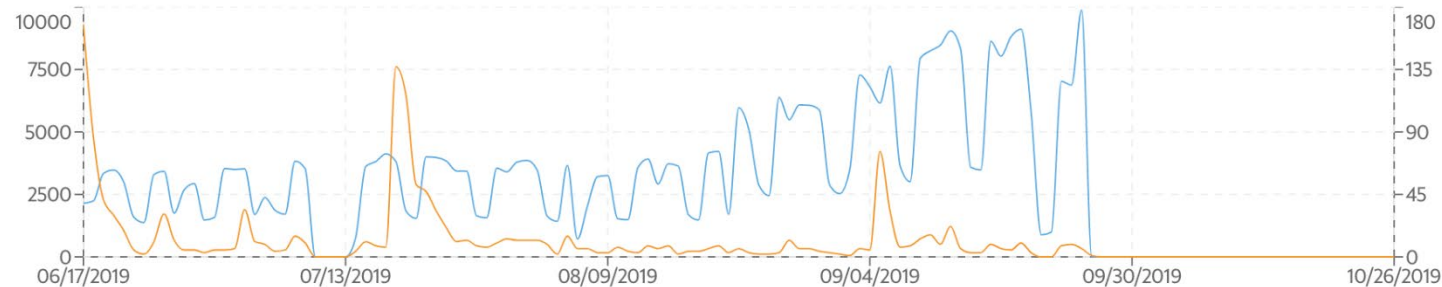
\$1.12

CPA (?)

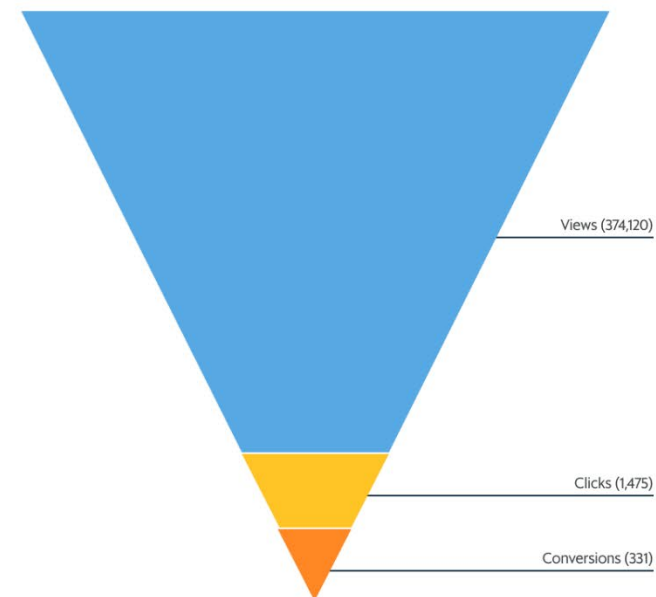
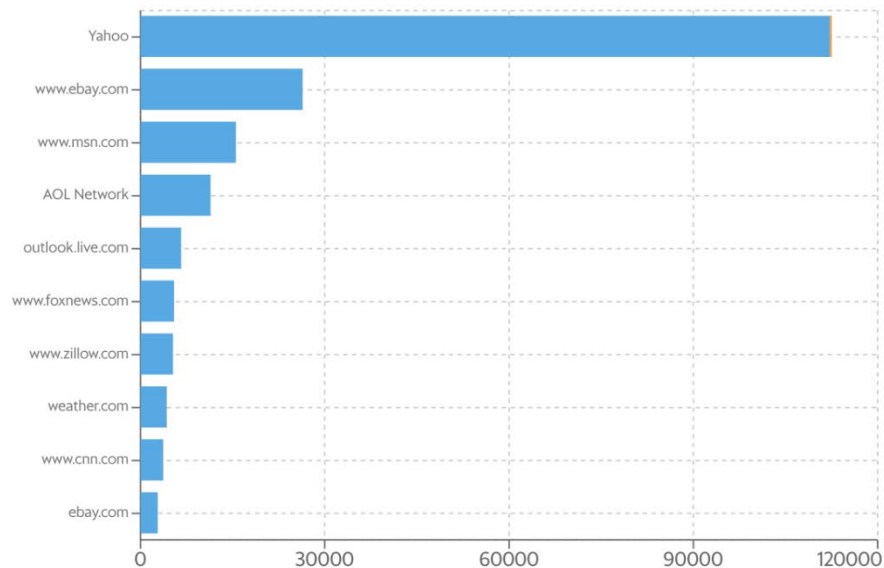
\$5.07

Activity Heatmap





Clicks




\$14,580.85

331

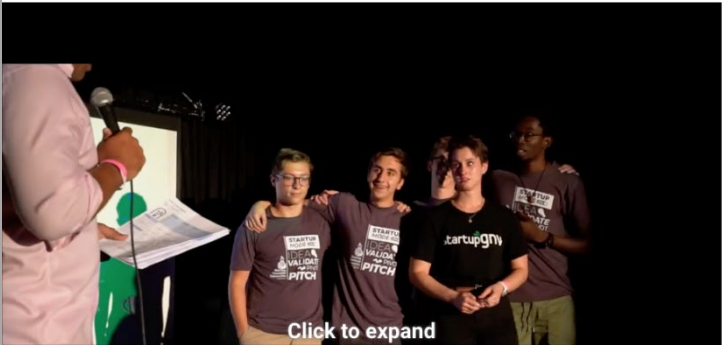
3.2% of 10,475 people in Goal segment

Real Example – startGNV (Events/Programs/Donations)






Start GNV
Sponsored · 🌐

Part hackathon, part business pitch competition. Launch a new startup over the weekend with a "Shark Tank" style pitch for prizes. Curious? You should be.



Click to expand


0:42 / 1:03








WWW.EVENTBRITE.COM

Use code "SOCIAL10" for \$10 off your ticket!
October 10-13th

Sign Up

 Pablo Casilimas, Trevor W Abbott and 5 others

 Like  Comment  Share 




Start GNV
Sponsored · 🌐

Josh Greenberg was a startup pioneer who changed the landscape of Gainesville's entrepreneurship scene forever.

As a selfless visionary and leader, Josh elevated what it meant to create and give - And on April 17, our growing community gathers to celebrate his spirit and mission: to continue to move Gainesville's needle and create a city and community where startups thrive. Onward & Upward!

Learn more about Josh Greenberg and further his mission through the Onward & Upward... [See More](#)





Kristen Hadeed
Founder, Student Maid





JOSHGREENBERGDAY.COM

Josh Greenberg: Leaving a Legacy

Donate Now

  133

6 Comments 51 Shares 8K Views

 Like  Comment  Share 



Start GNV
Sponsored · 🌐

A half-day event to connect and learn with like minds in the Gainesville tech & meetup ecosystem 🗨️💡

Featuring food, networking, and 8 "lightning talks" on a variety of topics in tech!

** All are welcome — this event is open to the public**



GAINESVILLE
SUPER MEETUP
Hosted by
startupgnv

EVENTBRITE.COM

Gainesville Super Meetup
Oct 26, 2019 9 AM · Feathr

Get Tickets

 Like  Comment  Share 

Q&A

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aidan@feathr.co