

Exceptional New Donor Growth for Women's Health & Advocacy Group

Path2Acquisition solution delivers superior performance and scale over multiple campaigns.



Challenge

As an international powerhouse supporting women's rights and providing essential health services, our client has a highly diversified marketing portfolio which includes a dynamic mix of digital and offline donor acquisition channels.

Because of the client's substantial new donor growth goals, they were looking for an audience source that could provide maximum scale while delivering solid response rate and average gift performance.

“It's been very exciting to see Path2Response outperform other list sources in a saturated market. They're providing some healthy competition to those who have been in the space longer.”

-Broker Partner



Solution

Given the client's aggressive growth targets, we strongly recommended our Path2Acquisition solution, which leverages the full scope of multichannel donor behavior in our dataset of 100s of millions of US households. Its predictive power and our comprehensive donor data provided confidence in achieving performance at scale.

We suggested a straightforward test and rollout plan – including strategic depth testing – which enabled the client to read early results and scale up quickly.

Results



136

Response Rate
Index



133

Average Gift Index

Average Index Results Over 4 Campaigns

The client has enjoyed consistently strong response and average gift results across multiple campaigns.

Moreover, the client has increased donor acquisition scale, with Path2Acquisition modeled audiences representing 1/3rd of their campaign quantity.

