

Faith-Based Org Rejoices in Growth Revealed by Audience Expansion Testing

Strategic audience expansion plan unlocks substantial new audience reach, fueling growth in donors and feeding the organization's mission.



Challenge

With a rich history dating back to the 1830s, this international faith-based association boasts one million members and 350,000 active contributors.

To expand upon their mission of nurturing spiritual growth and supporting community volunteerism, they approached Path2Response seeking a proven source for high-performing, quickly scalable audiences focused on new donor acquisition.

Our team has a track record of success in the nonprofit space, including client wins achieving rapid scale through smartly calibrated, smoothly executed **audience expansion testing**. We eagerly got to work on this client's challenge.

“In a nutshell – we want MORE Path2Response names . . . You are delivering strong performance on average gift and response.”

**–Client Lead,
Data Network**



Solution

Our team strategized with the client upfront in order to fully understand their big picture objectives and target performance metrics. Given the client's key need to quickly reach substantial scale, we created a strategic **audience expansion** test proposal which included:

1. A **baseline** test panel to prove solid performance for the client's core audience as identified by their custom-built Path2Acquisition model
2. An **audience expansion** test panel to determine the client's potential to immediately tap into substantial extra audience scale with acceptable performance

Our team configured the audience output for the expansion test so the client would get a quick, definitive read on results for the baseline panel vs. the expansion panel.

Results



112

ROI Index
Baseline Test Panel



108

ROI Index
Audience Expansion
Test Panel



Client **doubled viable universe** due to solid audience expansion test results

Strategic audience expansion testing yielded praiseworthy results!

- ✓ The baseline test panel and audience expansion test panel outperformed other audience sources and delivered solid ROI above the client's targets
- ✓ Given the strength of the audience expansion test and the way our team configured that panel's scoring universe, the client was able to **double** the size of their viable audience for donor acquisition

The client has confidence in Path2Response's unique modeling and testing capabilities and they're ready to aggressively expand their growth marketing.

