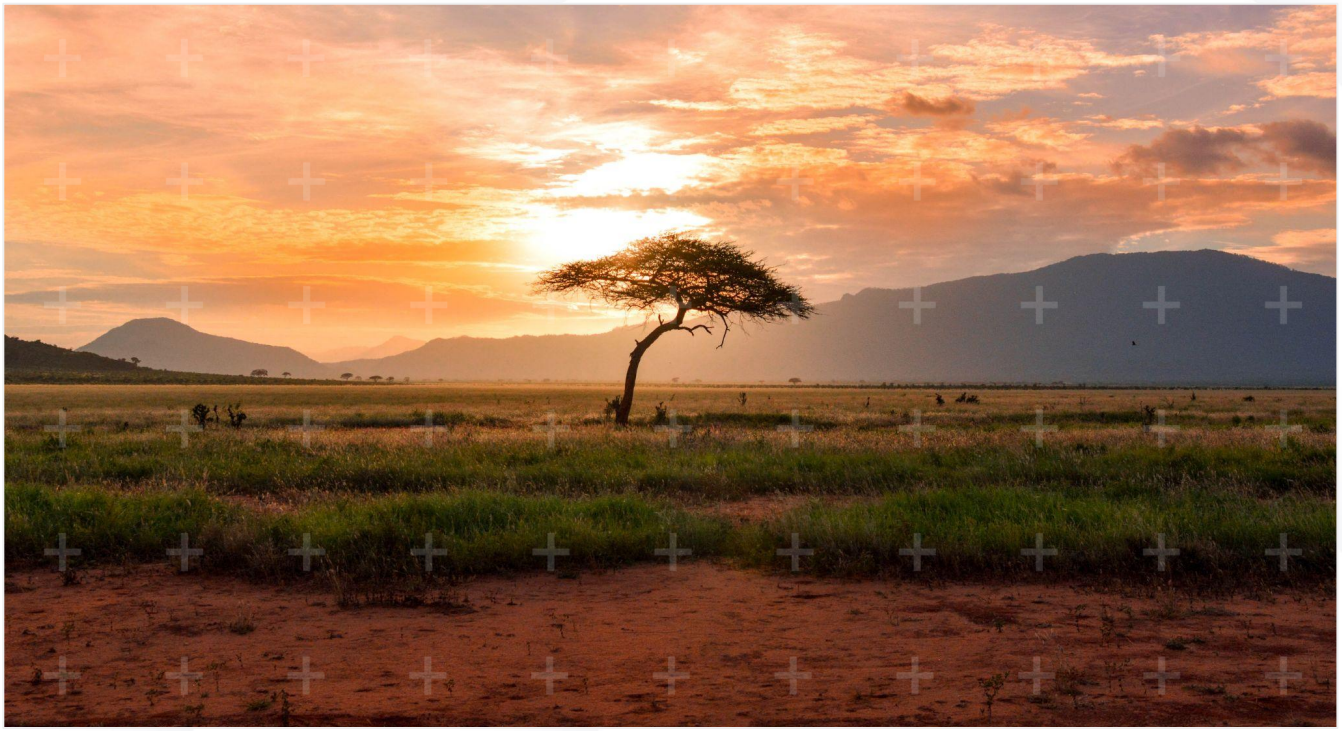
Quantcast Case Study

Nonprofits AMER 2018



African Wildlife Foundation connects with conservationists to drive donations

AFRICAN WILDLIFE FOUNDATION

Company Overview

The African Wildlife Foundation is the leading international conservation organization focused exclusively on protecting Africa's wildlife and wildlands and ensuring a more sustainable future for Africa's people.

> “Quantcast is a valuable part of our marketing mix, helping us to beat our goals year after year.”

GAYANE MARGARYAN
DIRECTOR, MARKETING & CREATIVE, AFRICAN WILDLIFE FOUNDATION

CHALLENGE

African Wildlife Foundation (a nonprofit international conservation organization) and Sanky Communications (their fundraising agency) wanted to drive donations during the peak year end fundraising season. Having seen success with advertising in the fall of 2016 with Quantcast, they partnered with Quantcast again in the fall of 2017 to build donor retention by connecting with existing donors–including those who had previously only given through offline channels.

SOLUTION

For the 2016 holiday season, African Wildlife Foundation (AWF) leveraged Quantcast Conversion Targeting to discover and influence new donors, ultimately driving donations through their online giving page. Understanding that their digital advertising efforts had previously been unable to reach their loyal base of offline supporters, Sanky and AWF asked Quantcast to test their CRM segments for the 2017 holiday season. Quantcast on-boarded their database of past online and offline donors through LiveRamp to ensure they reached this highly receptive audience of donors likely to renew their support. They then served ads designed to work in concert with solicitations being sent through other digital and print channels.

RESULTS

African Wildlife Foundation achieved increased donations and return on ad spend (ROAS). The ROAS was 257% in 2016 and 304% in 2017, exceeding the goal by more than 200%.

HIGHLIGHTS

304%

return on ad spend (ROAS)

2x

better than ROAS goal

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