



Targeted Display Advertising Drives Response & Revenue

wiland

Case Study

“ Digital solutions powered by predictive analytics are hugely valuable to our clients. Partnering with Wilander, we were able to identify and reach highly responsive donors for National Park Foundation and give their online fundraising a real boost.”

Brenna Holmes | Vice President of Digital with Chapman Cubine and Hussey (CAH)

“ Working with Wilander and CAH, our digital campaigns produce exciting results that greatly surpass our expectations. Wilander has helped us revitalize our display advertising and truly extend the reach of our program.”

John Wilburn | Director of Direct Response with National Park Foundation

Organization

National Park Foundation

Industry

Nonprofit Organization



National Park Foundation
™

Challenge

National Park Foundation was looking to reinvigorate its digital display program to **drive increased engagement and giving**. Seeking to shift its focus from casting a wide net of appeals across the largest available audience to instead pinpoint only the highest quality donors and most responsive prospects, National Park Foundation partnered with Wilander and direct marketing agency Chapman Cubine and Hussey (CAH) to implement this new strategy and optimize its display advertising performance.

Solutions

Working strategically with CAH, Wilander managed National Park Foundation’s digital display program with a **focus on three areas** in order to achieve its display advertising goals:



Increase **New Donor** Acquisition



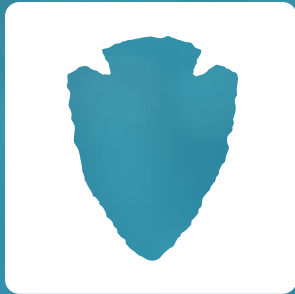
Drive Increased Giving Across Donor File



Boost Engagement Through Website Retargeting



Background



National Park Foundation

Chartered by Congress in 1967, the National Park Foundation is the official nonprofit partner of the National Park Service. Working to generate private support and build strategic partnerships to protect and enhance America's treasured natural spaces, the National Park Foundation ensures that present and future generations enjoy the country's national parks.

The National Park Foundation also offers private citizens a way to support programs and projects that protect America's most special landscapes, wilderness, historical sites, and places of cultural significance.



Increase New Donor Acquisition

With an emphasis on increasing ROI, Wiland leveraged its vast data resources and predictive analytics to discover new donors with the highest likelihood for response and long-term value.



Drive Increased Giving Across Donor File

By precisely targeting high-value donors, both active and lapsed, from National Park Foundation's donor file, the organization was able to maximize existing donor relationships, focusing on those predicted to have the highest likelihood to engage or re-engage.



Boost Engagement Through Website Retargeting

Wiland retargeted visitors of National Park Foundation's website, enabling the organization to secure more online conversions through Wiland's enhanced level of retargeting precision, transparency, and accountability.

Results

Utilizing Wiland's precisely targeted fundraising audiences and display campaign management solution beginning in July 2018, National Park Foundation experienced a **strong return on its digital advertising investment**. Embracing a long-term strategy in its digital display efforts, National Park Foundation saw impactful, incremental results in Q3 of 2018. Looking across channels to evaluate the best ROI, the organization increased its digital spend in Q4 of 2018. With this increased digital budget, Wiland continued to deliver positive results across all metrics, including decreased base cost per acquisition (CPA) and highly favorable return on ad spend from Q3 to Q4 of 2018.

	Q3 2018			Q4 2018		
	Base CPA	Base ROAS	TrueROAS™	Base CPA	Base ROAS	TrueROAS™
Existing	\$36.92	3.9	2.5	\$16.10	6.7	4.0
Prospective	\$200	0.5	0.0	\$85.07	1.2	0.8
Retargeting	\$58.65	1.9	0.2	\$35.29	4.7	2.6

*TrueROAS™ is Wiland's proprietary methodology that measures a display campaign's real impact by calculating the amount of online and offline revenue it generates beyond what would have occurred anyway.

Through its partnership with Wiland and CCAH, National Park Foundation has realized the **power of predictive modeling and optimized campaign management** to bring its online fundraising to new levels of success.

About Wiland

Wiland is a provider of **marketing audiences, marketing optimization, and business intelligence solutions**. Fundraisers in a wide range of nonprofit categories rely on Wiland as their trusted data partner to help them better understand their donors and fuel their growth and success.

Through **sophisticated analytics and predictive modeling**, Wiland leverages vast data resources to help clients and agencies find new donors while optimizing connections with existing ones.

In addition to its reputation as a marketing technology innovator, the company is recognized for a culture of **honesty, integrity, and goodness**, as well as an unrelenting commitment to delivering a better future for its clients.

To learn how you can harness the power of vast data and predictive analytics to drive fundraising results, contact us at info@wiland.com or [303.485.8686](tel:303.485.8686).