Targeted Display Advertising

Drives Response & Revenue

Company

![National Park Foundation]

> " Working with Wiland and CCAH, our digital campaigns produce exciting results that greatly surpass our expectations. Wiland 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

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 Wiland and direct marketing agency Chapman Cubine and Hussey (CCAH) to implement this new strategy and optimize its display advertising performance.

Solutions

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

01 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.

02 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.

03 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.

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.

Results

Utilizing Wiland's precisely targeted fundraising audiences and display campaign management solution, 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. Looking across channels to evaluate the best ROI, the organization increased its digital spend in Q4. 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.

	Q3			Q4		
	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.

> " Digital solutions powered by predictive analytics are hugely valuable to our clients. Partnering with Wiland, we were able to identify and reach highly responsive donors for National Park Foundation and give their online fundraising a real boost. "
>
> -**Brenna Holmes** Principal, *Senior Vice President* with CCAH

About Wiland

Wiland is the best predictor of donor response. By applying advanced predictive analytics to the largest set of individual-level giving, spending, and interest intensity signals, Wiland enables nonprofits to find people ready to give to their organizations immediately and to make multiple gifts at a high rate.

Since 2005, Wiland has assembled the brightest minds, the best modeling platforms, and the most comprehensive, detailed donor giving and spending data to create profitable connections between nonprofits and their ideal donors.

In addition to its reputation as a data-driven fundraising innovator, Wiland is also a company recognized for its culture of honesty, integrity, and goodness.

Contact us at info@wiland.com to learn more.

Wiland