



Charity client achieves 200% ROI with Fluid Ads

 Charity  USA
 51-200 employees

The Client

A charity founded in 2009 which benefits Make-A-Wish chapters in various locations throughout the United States which helps to grant wishes for children diagnosed with critical illnesses in their local communities has so far donated over **\$78 million dollars** to participating Make-A-Wish chapters helping make over ten thousand wishes come true.

An additional non-profit brand dedicated to providing funding that helps build better lives for US veterans and their families was also eager to see how they can improve donations.

**“For every
\$1 spent
we got \$3
back”**

The Challenge

The brand runs a successful turnkey car donation program. It involves significant, effective, and ongoing advertising campaigns, state of the art analytics software, quality customer service staff, reliable vehicle pick-up services, and multiple vehicle resale avenues.

The mission is for the program to quickly become the local market leading car donation program when expanding into a fresh territory, generating major net dollar funds for their partner Make-A-Wish chapters.

An RFP (request for proposal) to assist in effective and ongoing advertising campaigns to support this mission was put out and Fluid Ads were selected along with another provider to deliver the goals outlined in their proposal.

The Solution

Using the Fluid Ads creative team to design and build the Ad creatives, the customer success team set-up the digital ad campaigns and implemented intelligent targeting tactics such as Contextual, Keyword Search, Retargeting and Defined Audiences.

Using the right creative and targeting methods, Fluid Ads were able to connect with a super targeted audience much more likely to convert and boost donations. The Fluid Ads optimisation team continuously monitors and optimises the ad campaign to ensure ultimate performance.

The Results

Fluid Ads outperformed during the A/B trial against the other provider to become the sole partner of digital ad campaigns. The trial resulted in a surplus of 109% impressions, a 1.05% CTR (click through rate) and **98 donations** with a ROI (return on investment) of 123%.

Following the success of the campaign, the business wanted to run another trial for one of their other brands. This trial ran over a 4-week period, reaching over 10 million, and resulting in **156 donations** with an ROI of 170%.

The success of both campaigns meant Fluid Ads was chosen to become their long-term partner, managing digital advertising campaigns for three of their brands.

The Results

Within the two trial months for both brands, Fluid Ads generated a colossal **245,734 leads**, served their branded ads to relevant audiences (over 22,961,625 impressions), and generated over **289 donations**, which resulted in a combined ROI of 147% and a long-term partnership. Fluid Ads now contribute 42% of total traffic for one brand and 66% of total traffic for another.

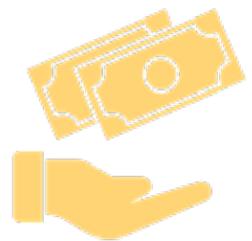
Following the fantastic results achieved for both brands, Fluid Ads are now supporting the launch of a third brand.

For the three brands, Fluid Ads generate over 70,000 clicks to their site per week, with a weekly reach of over 12.5 million impressions. These campaigns use a combination of tactics including search terms, websites visited and audience targeting where we can target users based on specific demographic and in-market needs.

Retargeting campaigns generated stand-out performance which delivered over 1.80% click through rates, capturing previous users with complimentary messaging.

“We’re really pleased with the success we’ve achieved through Fluid Ads, for every \$1 spent we got \$3 back! To receive over a 1% response on display is unheard of and with fantastic ROI results we look forward to continuing our relationship and exploring the possibility with our other brands”

Director



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