



*African Wildlife Foundation
sees 300+% return on
display ad investment*

Executive Summary:

Sanky has long known that an organization's donors respond the best when they are reached in as many channels as possible. African Wildlife Foundation (AWF) in particular has seen great success using integrated online and offline messaging to build their membership program. While integration was happening across email, social, and print channels, banner advertising's reach in 2016 and earlier was limited to those with online giving behavior that indicated a likelihood to give. This targeting, however, was failing to reach AWF's loyal base of offline supporters.

To better reach these donors and increase integration across channels, Sanky partnered with Quantcast to test their CRM segment targeting during the 2017 holiday season. Quantcast on-boarded AWF's database of active online and offline donors to ensure they reached this highly receptive audience of donors likely to renew their support during the holiday season. We then showed ads designed to work in concert with our integrated holiday and year end matching gift campaign, ultimately increasing donations and return on ad spend (ROAS).

The image shows a mobile banner advertisement for the African Wildlife Foundation's Million Dollar Match campaign. The banner is divided into several sections:

- Top Section:** Features a photograph of two elephants in a savanna setting. Overlaid on the image is a white box with the text "MILLION DOLLAR MATCH" in bold, orange, uppercase letters.
- Second Section:** Contains the headline "Save twice the wildlife today" in orange. Below it is a teal button with the text "DOUBLE YOUR GIFT" in white, uppercase letters.
- Text Section:** Starts with "Madie," followed by a paragraph: "If you felt a sense of wonder when learning that elephants comfort one another... If you were touched to discover that rhinos are gentle and caring mothers... If you stood in awe the first time you heard a lion's mighty roar..." Below this is another paragraph: "Then you understand [why we must raise \\$1 million this giving season to save the majestic wildlife](#) that have given us so much." The final paragraph reads: "Poachers and other threats are driving them to extinction – fast. Please join our Million Dollar Match with a [donation that automatically doubles](#)."
- Third Section:** Features a photograph of a rhinoceros. To the left of the photo is a small orange box with "x2" in white. To the right is the headline "We can't let them down" in orange, followed by the sub-headline "Save twice the wildlife – join our Million Dollar Match" in white. Below this is a teal button with "DOUBLE YOUR GIFT" in white, uppercase letters.
- Text Section:** Contains a paragraph: "The best gift we can give Africa's wildlife is the chance to thrive. But we're running out of time. Nearly 100 elephants are killed every day. Black rhino numbers have plummeted 98 percent since 1960 due to poaching. Some experts predict lions will be extinct in 2050." Below this is another paragraph: "AWF's Million Dollar Match could not come at a more critical moment. Our goal is to raise \$1,000,000 to expand our effective species conservation strategies." The final paragraph reads: "[Your gift can't arrive too soon, but it can arrive too late](#). There's a deadline for this match and for Africa's wildlife. If we miss it, then every gift given by Africa's wildlife will be nothing more than a memory."
- Signature Section:** Includes a small portrait of Philip Muruthi, a handwritten signature, and the text: "Thank you, Philip Muruthi Vice President, Species Protection".
- Text Section:** Contains a paragraph: "P.S. The recent debate about lifting the United States' ban on elephant and lion hunting trophies reveals yet another threat. Poachers, hunters, and habitat loss... they're all closing in. Please help us raise \$1,000,000 to protect beloved wildlife! Save twice the wildlife [now](#)."
- Bottom Section:** Features the headline "OUR GOAL:" in orange, followed by "\$1,000,000" in large, bold, orange, uppercase letters. Below this is a teal button with "DOUBLE YOUR GIFT" in white, uppercase letters.

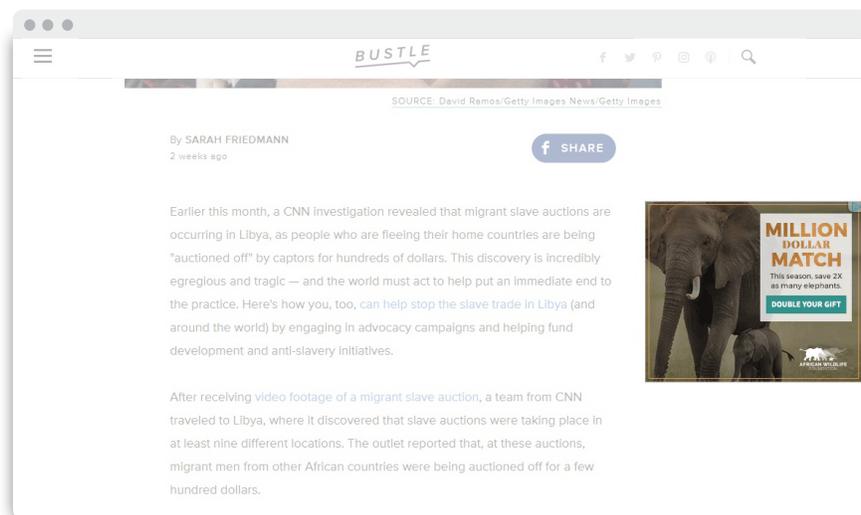
Challenges:

African Wildlife Foundation wanted to drive donations during the peak year-end fundraising season. Having seen success in the fall of 2016 with Quantcast by showing ads based on digital behavior, we partnered with Quantcast again in the fall of 2017 to build donor retention by targeting existing donors – including those who had previously only given through offline channels.

Results:

For the 2016 campaign that leveraged targeting based on online giving and web activity only, display ads drove:

- *257% return on ad spend*
- *Exceeded our goal by 29%*
- *20% of all online donations were driven by our display ads*

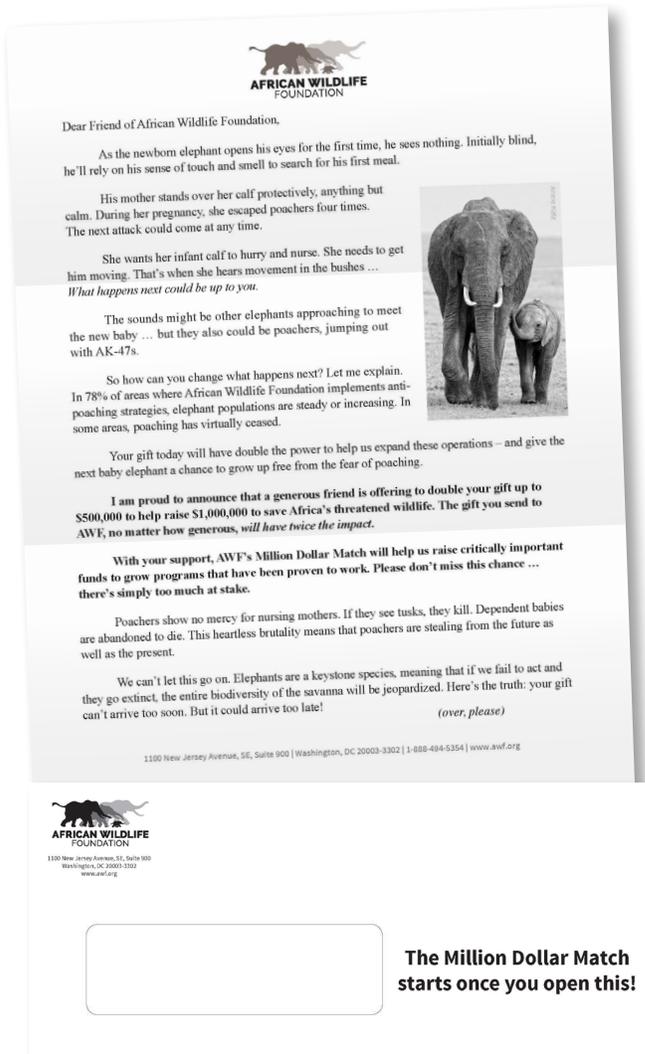


For the 2017 campaign leveraging both online and offline giving behavior, display ads drove:

- **304%** *return on ad spend*
- *Exceeded our goal by **200%+***
- **\$55K+** *in online donations were driven by our display ads*

Conclusion:

Our integrated, multi-channel approach to fundraising achieves a much higher degree of success than single-channel efforts. We ensure all channels complement each other to develop a comprehensive relationship with each constituent. Here at Sanky we use every tool at our disposal, including Quantcast, to ensure we are attracting and cultivating donors who are informed and committed to the mission of the organization.



AFRICAN WILDLIFE FOUNDATION

Dear Friend of African Wildlife Foundation,

As the newborn elephant opens his eyes for the first time, he sees nothing. Initially blind, he'll rely on his sense of touch and smell to search for his first meal.

His mother stands over her calf protectively, anything but calm. During her pregnancy, she escaped poachers four times. The next attack could come at any time.

She wants her infant calf to hurry and nurse. She needs to get him moving. That's when she hears movement in the bushes ... *What happens next could be up to you.*



The sounds might be other elephants approaching to meet the new baby ... but they also could be poachers, jumping out with AK-47s.

So how can you change what happens next? Let me explain. In 78% of areas where African Wildlife Foundation implements anti-poaching strategies, elephant populations are steady or increasing. In some areas, poaching has virtually ceased.

Your gift today will have double the power to help us expand these operations – and give the next baby elephant a chance to grow up free from the fear of poaching.

I am proud to announce that a generous friend is offering to double your gift up to \$500,000 to help raise \$1,000,000 to save Africa's threatened wildlife. The gift you send to AWF, no matter how generous, will have *twice the impact.*

With your support, AWF's Million Dollar Match will help us raise critically important funds to grow programs that have been proven to work. Please don't miss this chance ... there's simply too much at stake.

Poachers show no mercy for nursing mothers. If they see tusks, they kill. Dependent babies are abandoned to die. This heartless brutality means that poachers are stealing from the future as well as the present.

We can't let this go on. Elephants are a keystone species, meaning that if we fail to act and they go extinct, the entire biodiversity of the savanna will be jeopardized. Here's the truth: your gift can't arrive too soon. But it could arrive too late!

(over, please)

1100 New Jersey Avenue, SE, Suite 900 | Washington, DC 20003-3902 | 1-888-494-5354 | www.awf.org

AFRICAN WILDLIFE FOUNDATION
1100 New Jersey Avenue, SE, Suite 900
Washington, DC 20003-3902
www.awf.org

The Million Dollar Match starts once you open this!



HOW MANY OF THEM CAN WE SAVE WITH: **\$1,000,000?**

MILLION DOLLAR MATCH

HELP ANSWER THAT QUESTION—DOUBLE YOUR GIFT.

Beloved species like elephants, rhinos, apes and lions may go extinct because of poaching, habitat loss and other threats.

But there is hope; AWF's species protection strategies have been proven to save wildlife.

Join African Wildlife Foundation's Million Dollar Match and help raise \$1,000,000 this holiday season to save more elephants and other threatened species.

Your gift will double in its wildlife-saving power.

AFRICAN WILDLIFE FOUNDATION
AWF.ORG/HOLIDAY-MATCH

“Working with Sanky to leverage Quantcast’s technology has yielded impressive results for African Wildlife Foundation, allowing us to reach those prospects and donors most likely to convert and ensuring we remain top-of-mind to existing audiences when it comes time to make the decision to donate.”

– Gayane Margaryan, Digital & Partner Marketing Manager

Are your campaigns as effective as they could be?
Get in touch with us at info@sankyinc.com.