

MULTI-TOUCH APPROACH



Non-Profit sees 21% Lift by Adding Connected TV to their Direct Mail Outreach



Goal

A non-profit client was looking to bolster their direct mail program with other channels of outreach. There are many ways to reach potential donors and the direct mail-only route was feeling a bit stale and results from this singular approach had been dropping off over recent campaigns.

DID YOU KNOW?

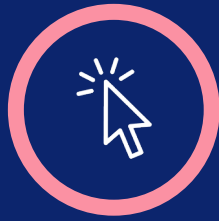
82%

of US homes have at least one CTV device, with billions of impressions available daily, especially key for reaching "unreachable" cord cutters

Solution

Our client branched out initially by adding advertising on Facebook/Instagram to support their direct mail campaign. The process is simple as we can onboard the mail file directly and thus create multiple touchpoints for those prospects. The addition of social media comes at a very effective cost, often less than the price of a stamp based on the number of prospects within the mail file. For this non-profit the addition of social media led to a 9% increase in response rate over their previous direct mail only campaign.

In Q3 of 2021, it was decided to take an additional leap, the addition of **Connected TV** to the campaign. Popsycle applies a 1:1 integration of the client mail file to the CTV ad platform. Once the data file was loaded, we were able to provide our client with a match rate based on individuals as well as devices.



Donation Increase
with Social Media



Donation Increase
with Social & CTV



Results

The Q3 campaign combined direct mail, social media and Connected TV and the lift increased an additional 12% to 21% donation-rate over their traditional direct mail only campaigns. Adding both new channels was able to increase their overall donations received and justify the additional media spend based on a healthy ROAS.



Isn't CTV expensive?

On a per impression CPM, it is more costly than traditional digital ads. But Popsycle insists on dipping your toe in the water before swimming. We urge each client to conduct a low-cost test with minimal risk to access the impact of any additional media channel. Knowing for many clients that direct mail is the cornerstone of their campaign, we always recommend a testing budget less than 15% of your direct mail budget to start and build from there.

DROP US A LINE

Ready to partner?

Want to experience success like this? Let's connect and discuss the challenges your business is facing, and strategize the best path to a big win.