



## NON-PROFIT CASE STUDY

*Providing Fundamental Community  
Services through Non-Profit Organizations*



### OUR PARTNERS

#### A Statewide Non-Profit Law Firm

Providing free legal services in civil matters to low-income people in order to ensure equal access to justice and to remove legal barriers to economic opportunity.

#### A Statewide Network of Health Insurance Navigators

Serving those seeking free, unbiased help finding quality, affordable health insurance with no pressure.

#### A Regional 501(c)3 Non-Profit Organization

Funding employment and training programs that help people find hope, opportunity, and jobs.

### THE CHALLENGES

There is often uncertainty when it comes to the scope of budgets, along with the struggle of getting their cause to stand out in the crowded digital environment.

### STRATEGIC SOLUTION

#### A Multi-Channel, Mission-Focused Approach

- 1. Ensure Brand Integrity:**  
Select premium, brand-safe environments across search, social and programmatic channels.
- 2. Deliver the Right Message to the Right Person:**  
Leverage custom audience targeting capabilities to reach the right audiences, ensuring the highest cost efficiencies on limited budgets.
- 3. Measure Outcomes and Optimize Performance:**  
Track engagement outcomes with our partners and pivot as needed throughout the campaign to maximize the opportunity.

### OUR PHILOSOPHIES ON NON-PROFIT ADVERTISING

*Reaching those that matter when  
they need it most*

It's essential to **communicate the mission**, as well as **disseminate its messaging**, to inform and engage the communities about the vital services and benefits that are available to them.

**Simplify the consumer journey**, making it easy for people to learn about opportunities, donate or volunteer.

**Be timely**, as these opportunities are often time-sensitive.

### THE RESULTS

#### Measurable Growth & Impact

#### Sample Partner Results:

**+ 28M** Impressions  
Delivered  
*over a 5-mo. campaign*

**+ 480%** Website  
Sessions  
*on Avg. YoY*

**+ 1.2K** Prospective  
New Clients

