DIGITAL ADVERTISING AND AD RETARGETING AS FUNDRAISING TOOLS
May 15, 2018

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Senior Director of Annual Support and Advancement Communications
UNC Kenan-Flagler Business School
UNC Kenan-Flagler Business School

- Founded in 1919
- Located in Chapel Hill, NC
- 35,000 living alumni
- $10M in annual giving
- 18% alumni participation (FT MBA), 11% all degree programs
- 4 annual giving FTEs; Advancement team of 23
- Launched public phase of the Campaign for Carolina in Oct. 2017
• Overview of various digital advertising opportunities, processes, and terminologies

• Segmenting, scheduling, and integrating digital ads with other marketing programs

• Writing copy and creating images that stand out and resonate with donors

• Analyzing ad performance and ROI
Understandings Digital Advertising & Retargeting
Ever have the feeling someone is watching you?

What is ad retargeting?
Ad retargeting – basic/contextual model

1. Potential donor visits site
   Ad pixel/cookie is dropped

2. Leaves without giving
   Cookie stays with the potential donor

3. Later they surf the web
   Cookie allows for ad retargeting specifically to that potential donor, served through popular sites

4. Your ad recaptures their interest
   Ad links directly to website or giving form

5. Potential donor turns into current donor
   Hooray!
Examples – UCLA, IU, MBA@UNC

BE TRIED AND TRUE
Make your year-end gift.
give.iu.edu
Basic/Contextual Model

Advantages

• Allows for broader reach of interested constituents and potential donors
• Very easy to set up - one line of HTML in site code
• Can run continuously, or however long budget allows

Disadvantages

• Less targeted
• Limited to return traffic
• Not as much potential for segmentation
Ad retargeting – advanced/segment model

1. Pull contact info for a potential donor segment
   - For example, LV80NT donors or alumni celebrating milestone reunions

2. Drop the ad cookie and serve ads directly to this group
   - Email, phone, and physical address can all be used to pull IP address or drop a cookie

3. Later they surf the web
   - Captured IP address allows for ad retargeting specifically to that potential donor, served through popular sites

4. Your ad recaptures their interest
   - Ad links directly to website or giving form

5. Potential donor turns into current donor
   - Hooray!
Example – Alumni Weekend
Examples – Targeted campaigns

Donor support changes student lives. Help by making a gift by Dec. 31 to UNC Kenan-Flagler Business School.

"My UNC experience, and the experience of many others, wouldn’t be the same without scholarship support and the Fund for UNC K... Continue Reading

Support Incredible UNC Business Students
KENAN-FLAGLER.UNC.EDU
Not affiliated with Facebook

Wednesday

UNC KENAN-FLAGLER
BEAT DUKE

GIVING DAY
3.17

UNC KENAN-FLAGLER
BEAT DUKE

GIVING DAY
3.17

UNC KENAN-FLAGLER
BEAT DUKE

GIVING DAY
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UNC KENAN-FLAGLER
BEAT DUKE

GIVING DAY
3.17

UNC KENAN-FLAGLER
BEAT DUKE

GIVING DAY
3.17
**Advantages**

- Can target only non-donors
- Allows for a very high degree of segmentation, eliminates waste
- Potential for greater A/B testing
- Also easy to set up - line of HTML in email, or address screening
- Can run continuously, or however long budget allows

**Disadvantages**

- Slightly more labor intensive
- Reach is only as broad as existing constituent data
Why use digital ads?

The changing face of advertising:

![Graph showing advertising spending by medium over time](Economist.com)
Digital Advertising Trends

AVG DAILY MEDIA CONSUMPTION PER PERSON WORLDWIDE

Minutes

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<tr>
<td>2018*</td>
<td>157</td>
<td></td>
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</table>

SOURCES: Zenith via Recode  *Estimates

statista | BUSINESS INSIDER
Donor trends

2016 GLOBAL GIVING TRENDS

DONOR GIVING PREFERENCES

**MILLENNIALS**
- Online: 72%
- Mobile App/Text: 8%
- Direct Mail: 15%
- Other*: 8%

**GEN X**
- Online: 66%
- Mobile App/Text: 6%
- Direct Mail: 15%
- Other*: 10%

**BABY BOOMERS**
- Online: 54%
- Mobile App/Text: 5%
- Direct Mail: 33%
- Other*: 9%

*Other: Workplace giving, fundraising events, cash, over the phone.

**TOP CAUSES**

- Children & Youth: 14%
- Human Services: 13%
- Education: 12%
- Human & Civil Rights: 9%
- Animal: 8%
- Women & Girls: 8%

**DONORS MOST INSPIRED TO GIVE BY**

**MILLENNIALS**
- Social Media: 43%
- Email: 21%
- Website: 13%
- Print: 8%
- Radio/TV: 2%
- Mobile Text: 0%
- Other*: 13%

**GEN X**
- Social Media: 24%
- Email: 26%
- Website: 20%
- Print: 13%
- Radio/TV: 4%
- Mobile Text: 4%
- Other*: 5%

**BABY BOOMERS**
- Social Media: 21%
- Email: 30%
- Website: 11%
- Print: 17%
- Radio/TV: 9%
- Mobile Text: 0%
- Other*: 12%

*Other: Face-to-face contact, workplace giving, fundraising events, telemarketing

Source: Global NGO Online Technology Report
Benefits of Ad Retargeting

• 96% of people who visit a website leave without completing the actions that marketers want them to make *(Higher Education Marketing)*

• 70% of people abandon their shopping carts without completing a purchase *(Higher Education Marketing)*

• Retargeting allows you to tag specific parts of your website

• Search retargeting is also possible
Social media worldwide presence

Source: TechCrunch
Benefits of Social Ads (via segment targeting)

• Social media advertising budgets have **doubled worldwide** over the past 2 years—going from $16 billion in 2014 to $31 billion in 2016 in the U.S. (Statista)

➢ Ad recall from sponsored posts on Instagram was 2.9x higher than Nielsen’s norms for online advertising (Nielsen)

➢ On Facebook, desktop ads have **8.1x higher click-through rates** and mobile ads have 9.1x higher click-through rates than normal web ads (MarketingLand)

• Facebook’s Custom Audience now allows for targeting based off of phone number or app user ID in addition to email address

• Facebook also allows for “hyper-targeting”
Segmenting, Scheduling, & Integrating Digital Ads
STEP 1:
Choose ad type(s) and ad location(s)

- **TYPE (or method):**
  - Retargeting
  - Interest-based or behavioral targeting
  - Topic-based targeting
  - Segment targeting
  - Geo-targeting
  - Promoted posts
  - Serving ads directly to email (Gmail, Yahoo, etc.)

- **LOCATION:**
  - Social media vs. Popular sites vs. Google/Gmail
STEP 2: Pick your campaign & design

• **MULTI-CHANNEL CAMPAIGNS:**
  
  • Higher levels of digital advertising success when complementing multi-channel campaign
  
  • Time-sensitive
  
  • Building awareness vs. direct links to give
  
  • Digital marketing as a registration tool
  
  • Make sure design reflects campaign
Example – Alumni Weekend

• Building off of existing multi-channel marketing effort

• Working within set promotional schedules

• Ideal for segment-based approach (milestone years)

• Can drive towards registration, giving, or reunion website

• Volunteers and attendees can further the spread of promoted messaging
Example – BlueVBlue Giving Day
STEP 3: Choose a partner (or don’t)

- Companies like Varick Media, Quantcast, Google AdWords, and Mediatwo all provide targeting and retargeting services

- Bigger shops may choose to do digital advertising in-house

- Some partner with multiple companies

- Be sure to weigh budget vs. bandwidth

- Attribution modeling (allows you to see “whole pie”)

- Bid process
**STEP 4: Ad Bidding**

### Google AdWords

<table>
<thead>
<tr>
<th>SEARCH KEYWORDS</th>
<th>DISPLAY/VIDEO KEYWORDS</th>
<th>NEGATIVE KEYWORDS</th>
<th>SEARCH TERMS</th>
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<td>MBA Non-Branded NC Search</td>
<td>Eligible</td>
<td>auto $7.96 (enhanced)</td>
<td>Approved <a href="http://www.kenan-fla.com">http://www.kenan-fla.com</a></td>
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</tbody>
</table>

Total: All but removed keywords (52,147)
STEP 5: Implement and track

- Identify ad campaign length – in correspondence with budget
- Place ads via provider or internally
- Confirm that ads are being served
- Monitor ad placement and social shares/comments
- Track success and adjust as necessary
Dos and Don’ts – Ad Implementation

Do

- Your background research
- Have a set budget in mind
- Ask questions to third-party providers
- Measure results/analytics
- Optimize for mobile
- Manage ad frequency (when possible)
- Be aware of existing internal approval processes
- Exclude sites with sensitive content
Ad Placement issues (serious)
Ad Placement issues (funny)
Dos and Don’ts – Ad Implementation

Don’t

• Be afraid
  ➢ When studied only 15% of people react negatively to digital retargeting ads (60% neutral, 25% appreciate the reminder - source: Bizrate)

• Be lazy when it comes to segmentation marketing
  ➢ Risk of donor fatigue

• Use ads that are too text heavy (or too photo heavy)

• Fail to monitor - especially on social media

• Come in too late on the trend
Creating Resonant Content
Give a clear call to action

MBA at UNC: Shaping Global Leaders Online
Sponsored

UN-Chapel Hill's Top ranked online MBA is producing incredible results. 75% get promoted while enrolled. See how.

Changing the Way a World-Class MBA is Delivered

Complete a Top-Ranked Online MBA in 18 Months

ONLINEMBA.UNC.EDU

Learn More

UNC Kenan-Flagler Alumni Weekend
April • Register Now!
Engage through video and photography

- Promoted videos can have incredible engagement power
- Photography must be professional and aligned with brand
- Elicit emotion through imagery
- Use eye-catching visuals
- Resonate with your audience *and* compel them to take action
- Educational advancement is all about the people (especially students!)
- Capture attention, but avoid shock value
Ad imagery is key

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Explore the
Kenan-Flagler
MBA Program

elonuniversity
Sponsored

Donate Now

elonuniversity Support #Elon: ✔️ Protect coffee
table: ✔️

Instagram is not affiliated with this organization
Ad imagery cont’d

Vanderbilt University - Owen Graduate School of Management
Promoted

Explore the Vanderbilt MBA. Meet with our admissions and career management team. Get to know prospective students. Discover the Vanderbilt advantage.

VANDERBILT MBA DISCOVER WEEKEND

Want to elevate your career? Spend 1 weekend—Feb. 9-10 in Nashville.
business.vanderbilt.edu

1,817 Likes · 33 Comments

LinkedIn Marketing Solutions
Promoted

Introducing a short but mighty pocketbook for CMOs: https://lnkd.in/gmBpEklU

5 TRENDS EVERY CMO SHOULD KNOW

Bradley Bell
Associate Attorney at Rik Lovett & Associates
Don’t forget video
Analyzing Ad Performance & ROI
Key performance indicators

- Ad impressions
- Impressions = each time an ad is served in a user’s browser
- Click through rate (CTR)
- The ratio of ad clicks to impressions
- Gifts, registrations, web page analytics
- Cost per click, cost per gift/registration
- Cost per thousand impressions
Ad effectiveness in action - IU
Ad effectiveness in action - UNC

Digital Marketing Results

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<th>Value</th>
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<tr>
<td>Total Impressions Served</td>
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<tr>
<td>Total Ad Clicks</td>
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<tr>
<td>Total Gifts From Ads</td>
<td>22</td>
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<tr>
<td>Total Spend</td>
<td>$1,405.50</td>
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<tr>
<td>Cost Per Click</td>
<td>$7.68</td>
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<tr>
<td>Cost Per Thousand Impressions</td>
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</tbody>
</table>

Facebook – Banners – Alumni Weekend

<table>
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<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Total Impressions Served</td>
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<tr>
<td>Number of people reached</td>
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<td>Total clicks</td>
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<tr>
<td>Cost Per Click</td>
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<tr>
<td>Cost Per Thousand Impressions</td>
<td>$13.00</td>
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</table>
Helpful tips

• If running a high volume of ads, **attribution modeling** allows for a portal to see not just the outcomes, but what specifically is driving the outcomes - tracking *sequence*

• Invest more in the areas where conversion rate is the highest and cost is lowest

• Biggest advantage of ed fundraising = knowing our primary constituencies

• Cater content to the platform

• Test. And test again.
Here’s what others are seeing

- **Elon University**
  - Strong results from segment targeting on social platforms

- **UCLA**
  - Website retargeting through social ads - pending performance analysis

- **Indiana University**
  - Multiple ad categories - CTR of 0.40% on AdWords and 0.60% on Facebook

- **American Heart Association**
  - 62% increase in newsletter and educational material registration, along with a 67% increase in average donation value from consumers who converted through the ads
Key Takeaways

• The world of digital advertising in fundraising is still very new
• If you do it, do it right…and give it the chance to succeed
• Know your goal and call to action
• Keep it time sensitive and tied to multi-channel
• Take advantage of the segment/advanced model
• Social media targeting has been yielding strong results
• Track your success, and adjust when necessary
• Don’t be afraid to ask for help