



# ***digital post+***

A Revolutionary Way to Increase Donations



# Digital Post+ Delivers

Increase Engagement & Donations



## ***Combine Targeted Display Ads and Direct Mail for Increased Donations***

Most nonprofit fundraisers are faced with tough decisions when it's time to launch their most important fundraising campaign. While there is proven value in direct mail, so much rides on that one in-home experience. If your piece arrives on a big mail day or your audience is distracted and not reading your piece, you've lost your chance with them this year!

## ***Get Seen Online Before, During and After Your Mail & Email Arrives with Digital Post+***

How much more could you collect if you increase your campaign length by weeks or even months using [Digital Post+](#)? In one study of 21 varying nonprofit organizations, we saw nonprofits gain an average revenue increase of 42.92%!

## ***Grow Donor Base and Donations with Digital Post+***

Nonprofit professionals nationwide are using our new technology to significantly improve response rates and donations by combining in-home mailings with in-home display advertising for significant increases in donations. They have already benefited from the ability to:

- Advertise online using only a mailing list
- Find donors without using email, Google AdWords™ or cookies
- Continue to advertise to their audience on mobile devices anytime, anywhere
- Capture new email addresses on landing pages linked to their display banner ads
- Track EXACTLY how new donors appear and what inspired current donors to give more



Read More at [mw-direct.com/resources](http://mw-direct.com/resources)

# Colon Cancer Prevention Project

## Case Study

### Background

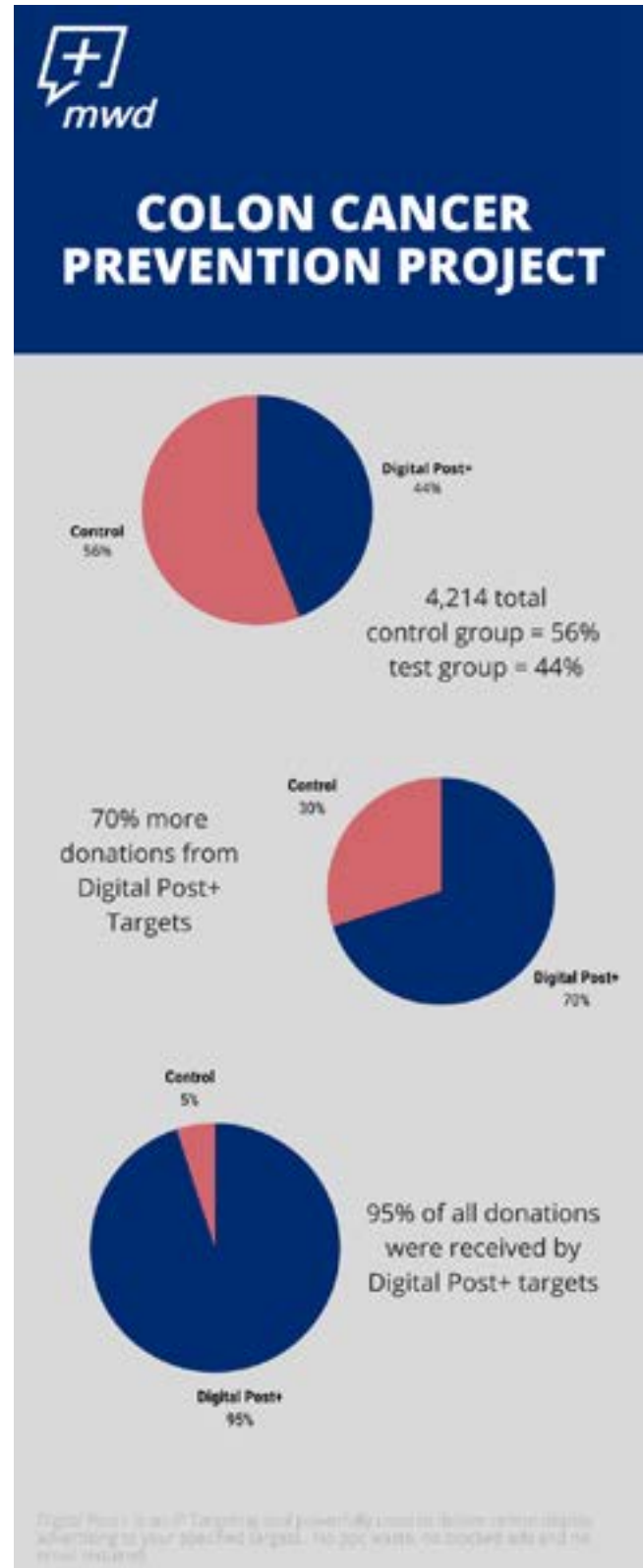
The Colon Cancer Prevention Project (CCPP) used Digital Post+ to integrate offline household information with IP address data to produce extraordinarily effective targeting for prospects and donors. CCPP wanted to use this proven process to deliver the most relevant online advertising to their true audience, growing lead conversions and revenue both online and off.

### Business Situation

The Colon Cancer Prevention Project (CCPP), is an independent 501(c)(3) nonprofit based in Louisville, KY, and is dedicated to eliminating preventable colon cancer death and suffering by increasing screening rates through education, advocacy, and health systems improvement. The Project's work includes advocating for funds for uninsured and underinsured people to get screened. Funds raised by CCPP come in the form of individual gifts, corporate contributions and grants. CCPP used Digital Post+ as a targeting platform as part of a larger outreach campaign that included direct mail and targeted push advertising to potential donors' home PCs, laptops, tablets and smart phones. Forty-four percent of the list of likely donors was included in a Digital Post+ online display campaign and 56% was not targeted.

### Solution

Digital Post+ used a match-back analysis to match targeted households to donors. The control group of approximately 2,369 households saw 9 conversions, while the 1,843 households who received IP targeted ads saw 21 conversions, a **200% improvement in response. A staggering 95% of total dollars raised in the campaign came from households that received ads from the Digital Post+ targeted group.**



# Increase Donations with Digital Post+



## **Quick Facts**

Our study including 21 varying charities using Digital Post+ found:

- Targeted donors who saw our display ads were 31% more likely to donate
- Their donations increased by 10%
- Across all 21 varying charities, there was an increase in average revenue per donor of 42%!

## **Setting Realistic Expectations**

You can do this! Digital Post+ is an easy addition to your existing mailing campaign. We only need a couple days notice to tie IP addresses to home addresses and launch your ads. You can download our banner ad guidelines [here](#) or [call us](#) for a quote to make them for you.

## **Bonus Section**

- Get a Great List! Need help cleaning or obtaining a great list? Contact one of our list experts today!
- No Cookies! Our technology does not use cookies – which means your ads are not blocked and you won't "follow" your prospects everywhere they go after your campaign ends – keeping your organization "creep free."
- We don't need email addresses – although you can capture new email addresses.

## **Pricing**

As every list is different, we need to speak with you directly to create your quote and answer your questions. Prices are flexible and budget-friendly depending on the amount of people you want to capture, and the amount of impressions you would like to serve.

# Increase ROI with Digital Post+

## Campaign Checklist

### ***It's Not Too Late!***

You can increase ROI with our unique, integrated campaign plan combining display advertising and in-home direct mail to EXACTLY the people you want to reach most.

### ***2018 Campaign Checklist***

1. Send us your mailing list (Or ask us to help you buy and/or prep yours). It may include prospects, current customers, or even inactive customers – we just need the addresses of the people you want to reach.
2. We match your home or business addresses with their IP addresses, then serve your display ads on all their laptops, desktops, tablets or smart phones at home.
3. Ask us for a quote on any of the following campaign components:
  1. List purchase and/or hygiene
  2. Banner ads creation (or build your own)
  3. Direct mail
4. Let us know when you're ready to roll.
5. We will upload your list, match the IP addresses, create and/or upload your banner art and Go Live!
6. Our reporting makes ROI tracking a breeze. You'll know exactly who visited your website and whether they were inspired by Digital Post+. We're confident you'll be pleased with your new ability to share your message.

Once you go Live with Digital Post+, your targets will begin to see your ads when shopping, reading the news, doing research, searching for a recipe – any time they land on a site carrying banner ads! And remember — once they have been served your ad at home, they may continue to receive your ads on their mobile devices and laptops wherever they may roam for the length of your campaign.

To learn more about how Digital Post+ can improve your results while lowering costs, please [contact us](#) at [info@mw-direct.com](mailto:info@mw-direct.com).





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