

DROVE 152% INCREASE IN FACEBOOK RESULTS WHILE IMPROVING EFFICIENCY

Nonprofit Business Challenges

- Increasing results while keeping CPA low
- Driving more user acquisition
- Producing more qualified leads

(un)Common Approach to PPC

- Expanding account to drive more high-funnel, informational content at lower CPCs
- Iterative audience testing of target interest groups
- Evaluating Facebook performance against CRM data and adjusting as needed

(un)Common Results

