

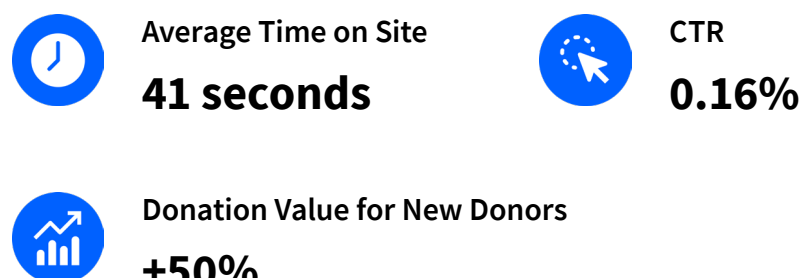
Care Australia Increases Average Donations with StackAdapt



Summary

CARE Australia, an international aid charity, worked to run a campaign to increase donations before the financial year for tax reduction purposes. They were able to reach new audiences outside of search and social by leveraging multiple channels. They ran audio ads for awareness, paired with native and display for prospecting and retargeting. This multi-channel strategy drove a 50% growth in donation values.

Results



CARE Australia is an international humanitarian aid organization fighting global poverty, with a special focus on women and girls.



By leveraging the tracking data delivered by the StackAdapt Pixel, we optimised the amount of conversions. We tested innovative targeting tactics like programmatic audio to engage with untapped audiences, and retargeted using native and display, which led to an outstanding 50% increase in donation value for new donors. StackAdapt's strategic capabilities were the driving force behind setting a new benchmark for success in our charity campaign.

–Joseph Mayberry, CARE Australia

Challenge

CARE Australia sought a game-changing strategy to expand their reach beyond the familiar terrain of search and social to tap into new audiences with the power of programmatic.

Strategy

The StackAdapt Creative Studio's engaging audio, native, and display content played a pivotal role, driving outstanding results through precise targeting and visually compelling creatives.

- Browsing Audiences**
In their end-of-financial-year campaign, CARE Australia strategically leveraged keywords like 'tax deduction' and 'reduce tax' to target audiences seeking to minimize their income tax burden through charitable contributions.
- Multiple Channels for a Full Funnel Strategy**
Audio campaigns were run to cast a wider net and drive awareness as an upper funnel tactic. In parallel, native and display advertising were used to capture potential donors in the prospecting phase. Leveraging the capabilities of these channels for retargeting ensured a continuous presence throughout the donor journey.
- The Creative Studio**
With help from the StackAdapt Creative Studio team, CARE Australia was able to build a robust set of creatives that helped capture attention and engage with the audience.

Execution

The campaign's optimal performance was driven by various features, including domain lists, pixel tracking, bid optimizations, testing new targeting tactics, and a multi-channel approach.

Domain Lists and Creative Tactics

While actively monitoring campaign performance in StackAdapt and adjusting their strategies based on real-time data insights, CARE Australia made continuous bid optimisations, and leveraged domain lists to enhance targeting precision.

Adjustments With Audio for Engagement

During the campaign, the team implemented audio ads to reach new audiences. This proved to be a powerful tactic in driving engagement and expanding their donor reach.

The StackAdapt Pixel

The team relied on pixel tracking to gain valuable data allowing them to optimise their campaigns towards conversion, ultimately driving better performance and achieving their KPIs.

Outcomes

CARE Australia continues to reach new audiences at scale with relevant and unique strategies leveraging StackAdapt. They are reaching their KPIs and have seen an increase in average time on site, achieved an above benchmark CTR and saw a 50% growth in donation values.