

CASE STUDY

# How tailoring a message helped achieving non-profit organisation's objectives



## ABOUT THE CLIENT

**WaterAid** is an international non-governmental organisation, focused on water, sanitation and hygiene. It was set up in 1981 as a response to the UN International Drinking Water decade and operates in 34 countries. Simon & Schuster.

WaterAid's vision and global strategy are all about reaching everyone, everywhere with clean water, decent toilets and good hygiene by 2030. To achieve their ambitious goal, they need to inspire and motivate a huge number of people around the globe.

## OBJECTIVES

The client wanted to engage with the target audience to increase fundraising and delivering actionable insights about their audience.

## STRATEGY

Picking a charity to support, is usually lead by ideology, a cause that close to your heart. **Sharpening the message at the right moment can make a difference and motivate potential supporters to get involved.** Whichit designed a set of creatives to captivate motivated people, inspired to change the world, asking them about their preferred way to take an action. The creative includes knowledge based questions regarding key facts and statistics of the clean water crisis. The numbers "speak for themselves" and inspiring the audience to take an action.

## QUIZ STRUCTURE

The 1st question was chosen to captivate audience attention with a cause close to their hearts:

**'If you could change one thing in the world, what would it be?'**

This question is dynamic and leads the audience to additional set of questions related to their chosen segment:

1. Support women's rights
2. Provide clean water
3. Fight climate change
4. Improve health care

The structure allows segmenting the audience by their the cause they feel close to, allows the organization to approach each segment with more accurate message while re-marketing.



CLIENT:  
**WaterAid**

SECTOR:  
**Non-profit Organisation**

CAMPAIGN'S OBJECTIVES:  

- **Gain actionable insights**
- **Increase Fundraising**

DATE:  
**02/2019 – 02/2020**

DISTRIBUTION CHANNELS:  

- **Programmatic**

TARGET AUDIENCE:  
**Location: UK**  
**Gender: Male & Female**  
**Age groups: all groups**

INTERACTIVE CONTENT TYPE:  
**Quiz - dynamic path**

ENGAGE CARD (CALL-TO-ACTION):  
**Redirect**

## CAMPAGIN STRUCTURE

### 1st Question:

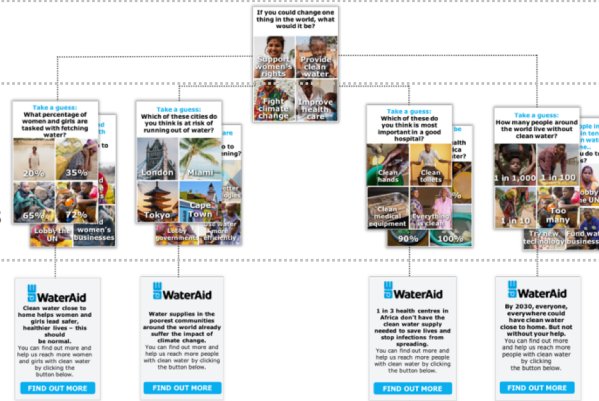
Audience segmentation

### 2nd-3rd Questions:

knowledge based questions revealing staggering key facts

### Engage Card:

Bespoke message to take an action and get involved



**4,400,000**  
Unique Impressions



**13,600**  
Whichit Engagement (Votes)



**53%**  
Call-to-Action Rate

## CAMPAGIN PERFORMANCE

**Channel:** Programmatic (Real Time Bidding)

**Targeting:** UK based, All Age groups, Male & Female

**Delivery:** Over 4M impressions

### Result:

The Whichit Interactive unit with a tailored message, **converted over 53% of the viewers to take an action** and find out more on ways they can support their cause (redirect to WaterAid related page)

Both display channels generated a broad exposure against the target audience generating a high amount of impressions (over 4M impressions). The campaign has increased reach and awareness of WaterAid activity among their target audience by educating about the global water crisis key facts.

**The Whichit Engage Card converted over 53% of the viewers to take an action and learn about ways they can support their cause**

## RECOMMENDATIONS FOR NEXT CAMPAIGNS

Whichit's Analytics Dashboard provides campaign performance, actionable insights, and real-time optimisation data. By leveraging the data that exists particularly in the 'Traffic Referrals' section of the dashboard would allow optimisation at a domain level by CTA click. Because Whichit creatives have in-ad transitions, normal ad delivery systems will report on CTR which is 1<sup>st</sup> vote in Whichit's case, therefore optimisations by CTA click in this section are hugely valuable and exponentially increase performance.

TRAFFIC REFERRALS ②

DOMAIN	VIEWS	UNIQUE VIEWS	VOTES	CTA CLICKS ↓
creative-preview-an.com	256	150	206	42
new-audit.adnxs.net	171	116	122	25
www.sallysbakingaddiction.com	10	10	30	15
www.theguardian.com	843,881	435,158	304	12

The Whichit Questionnaire also gained **insightful data about the audience's preferences** and their preferred causes. After achieving the overall goal of gain actionable insights about the target audience, while increasing fundraising, the client is now able to utilise these learnings.

Through pixel implementation, the client is now able to **build micro audiences for each bespoke journey that should be high performing**. Building audience segments, and **targeting them with more personalised creatives, should deliver higher ROI**. This will be used to refine and optimise campaign messaging for future campaigns.

**Starting with broad audience targeting, the client is now able to build high performing audience segments, to target with personalised messages and increase ROI**