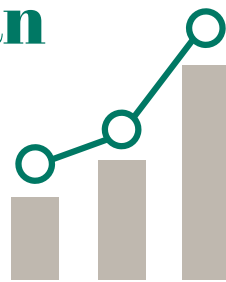


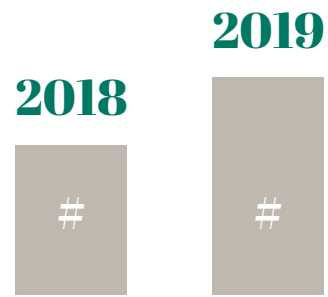
Boost Leads but Not Spend: A Nonprofit Dilemma Case Study

Problem: A nonprofit client wanted to increase their digital Pay-Per-Click (PPC) but did not want to see a significant increase in Cost-Per-Lead (CPL) over the previous year.

the plan

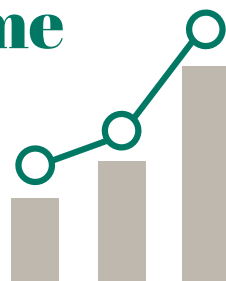


increase spend by 33%

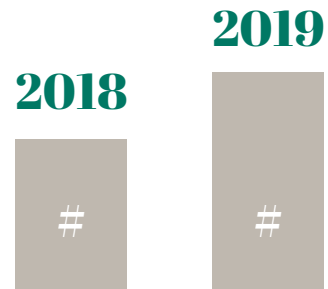


Solution: Leverage historic data to efficiently setting up PPC to limit wasted spend and focus on best-performing keywords.

outcome



leads increased by 28%



CPL increased by only \$1.53 per lead, from \$33.23 to \$34.76. This is well below the industry average of \$100 CPL.