



The Fundraiser's Guide to Digital



Your road map to more
effective digital fundraising.

Thursday September 8th &
Thursday September 15th, 12pm

DAY 2



The Fundraiser's Guide to Digital

Online video display / Video

How to use the most effective tools in the most effective way





**INTRODUCTION TO
PROGRAMMATIC**



**TARGETING
STRATEGIES**



**MAKING USE OF 1ST
PARTY DATA**



**SETTING KPI'S &
OPTIMISING**

INTRO TO PROGRAMMATIC



WHAT IS PROGRAMMATIC?

Programmatic is the use of **technology** and **data** to buy targeted audience segments in real time and at scale, across websites and apps

This includes **display**, **video**, and **audio** inventory

It's about using an **automated system** to help make media buying decisions

There are 3 main ways we can buy inventory programmatically:

- Open Auction
- Private Marketplace (PMP)
- Programmatic Guaranteed (PG)



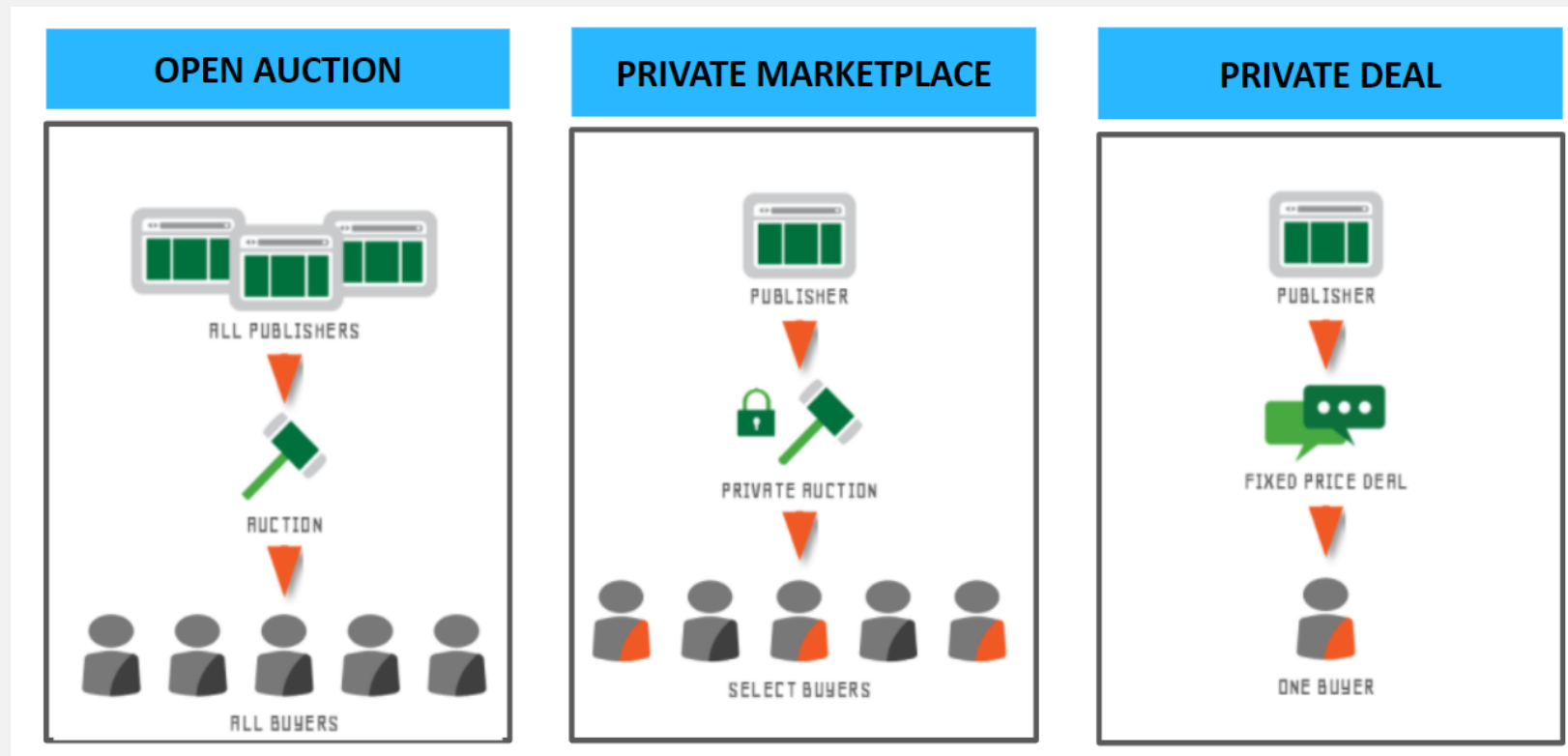
Ads can be delivered across all devices:
mobile, desktop, tablet, CTV

WAYS TO BUY PROGRAMMATICALLY

Open Auction is the most scalable, and involves buying audience segments across the web

PMP Deals give us direct access to publisher's premium inventory, that may not be available through the open marketplace – not guaranteed

PG Deals are guaranteed, meaning we get access to a set amount of inventory for a fixed price, agreed before the campaign



BENEFITS OF PROGRAMMATIC

EFFICIENT

Real Time Buying: only pay what an impression is worth

Largest and most diverse inventory pool: reach your audience wherever they are browsing

Refine insights & targeting by analysing performance data from campaigns



CENTRALISED

Centralised booking, reporting & data collection

Universal control of user exposure



AGILE

Seamless integration with adservers & DMPs

In-house Operations team

Flexible and responsive booking, granular reporting

Optimisation in line with campaign goals



SAFE

Robust and adaptive Brand Safety standards, including 3rd party verification tools

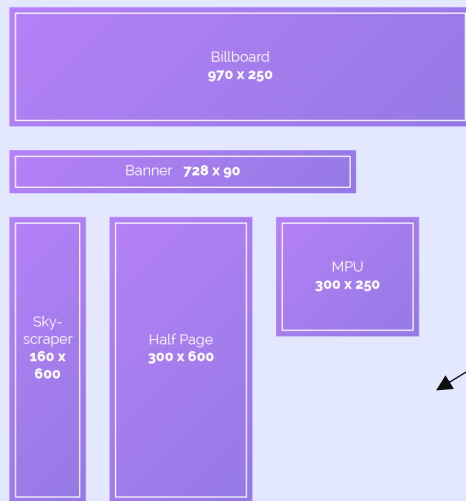
Site level transparency

Blacklist and negative keyword capabilities - can be updated in real time to exclude sensitive events

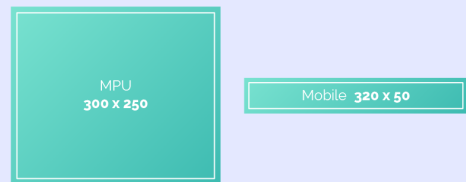


EFFECTIVE AD FORMATS

Example Standard IAB Ad Sizes for Desktop

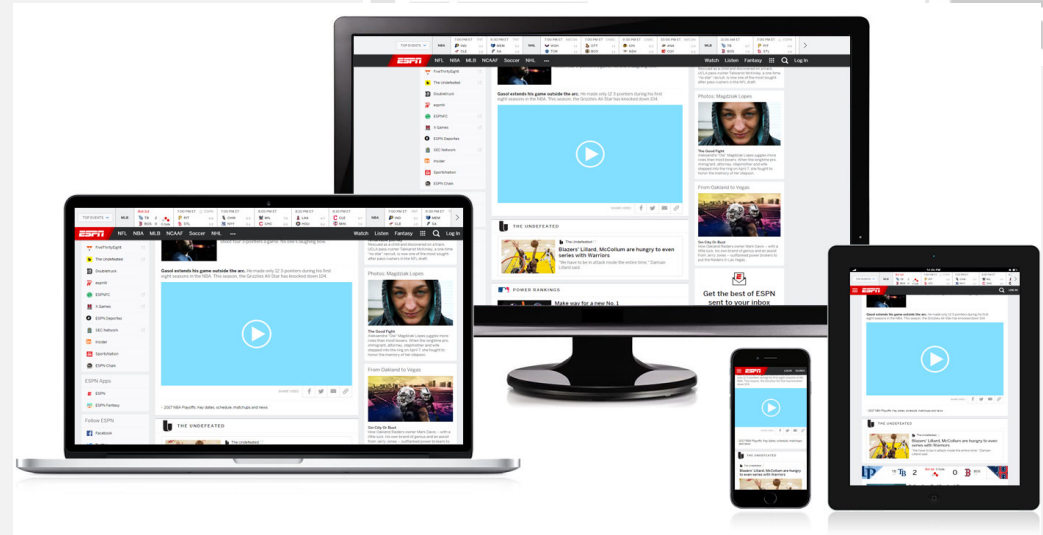
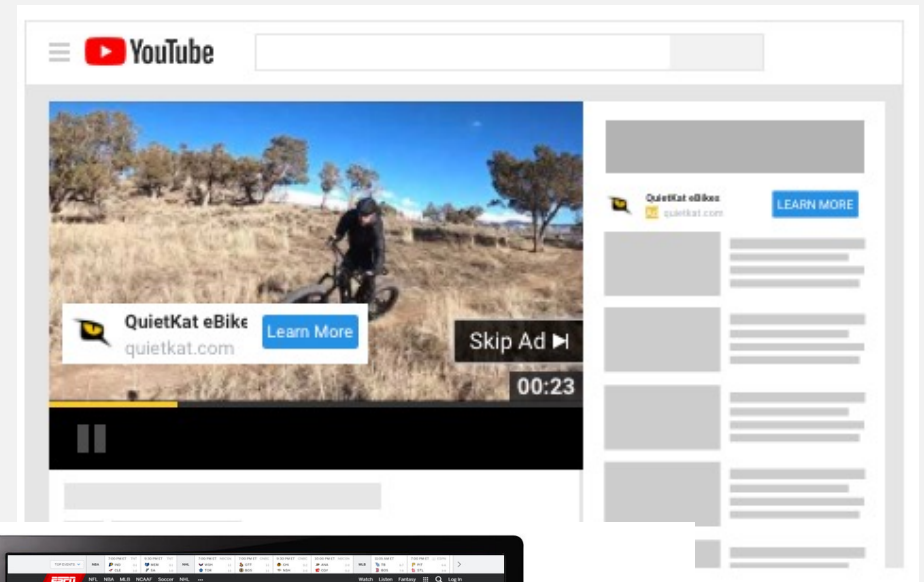


Example Standard IAB Ad Sizes for Mobile



InRead Video and YouTube formats

High Impact and Mobile Friendly display formats



TARGETING STRATEGIES



TARGETING OPTIONS

GEO & DEMO

01.

IN-MARKET

04.

CONTEXTUAL

02.

CUSTOM AFFINITY /
INTENT

05.

AFFINITY

03.

REMARKETING

06.

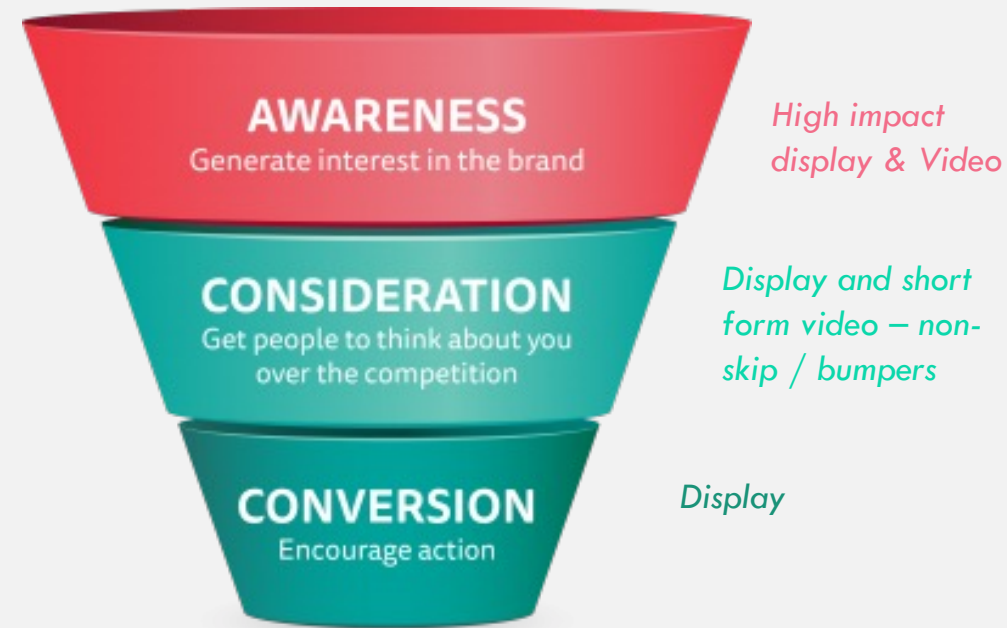
REACHING THE RIGHT AUDIENCE – TARGETING

- Depending on the campaign goals and the intended target audience, we would use a mixture of the targeting strategies, replicating a full funnel strategy from **awareness** to **conversion**
- The path to conversion is not always linear, so this **always on full funnel strategy** allows us to reach any potential consumers no matter what stage they're at in the path to donation
- Best practice is to run various targeting strategies for a minimum learning phase of 2 weeks, allowing us to build up learnings and insights that we can use to optimise the campaigns, and ensure we're maximising donations



REACHING THE RIGHT AUDIENCE – CREATIVES

- For the **awareness** phase we would recommend high impact display, along with InRead video and YouTube activity – video is ideal for generating awareness and allows a brand to get a message across in a longer format
- The **consideration** phase should be primarily display, along with some shorter form video content to reinforce the brand message and keep it top of mind for relevant consumers
- The **conversion** phase will be focused on retargeting people who have previously engaged with the ads, as these are high propensity consumers and are most likely to donate



EXAMPLE TARGETING STRATEGY

Dublin Dog Sanctuary

- Generate **awareness** of the Dublin Dog Sanctuary, using video and high impact display creatives – targeting animal lovers across the web
- Drive people to the website to donate, using a variety of display creatives and YouTube bumper ads – moving down to the **consideration** phase, targeting previous donators, people who have shown a propensity to donate
- Retarget people who have visited the site or engaged with the ads – these are high value people who are most likely to **convert** (donate)



Display

CPM – €5

Budget €3,000 = 600,000 impressions

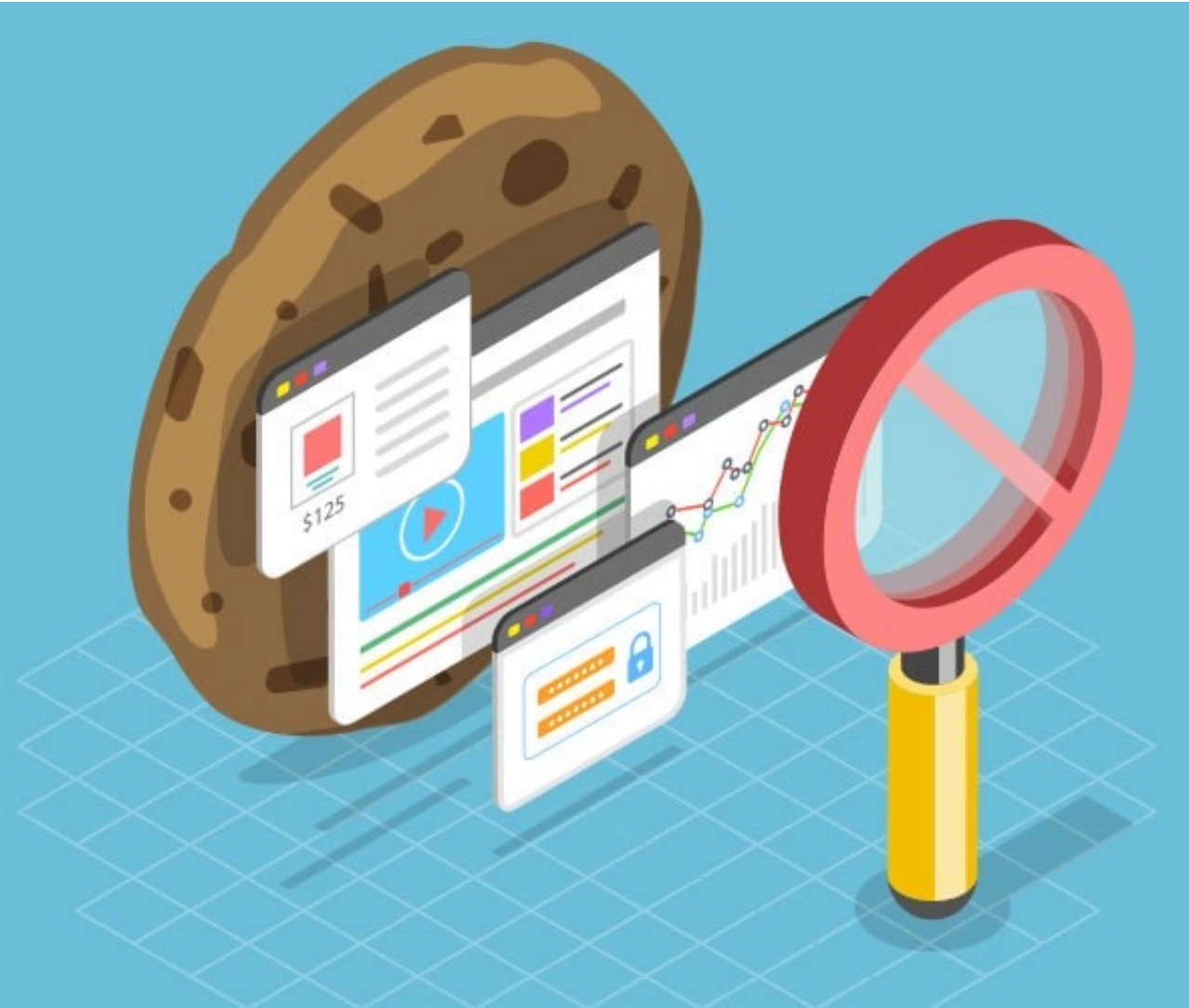
YouTube

CPM – €6

Budget €3,000 = 500,000 impressions



MAKING USE OF 1P DATA

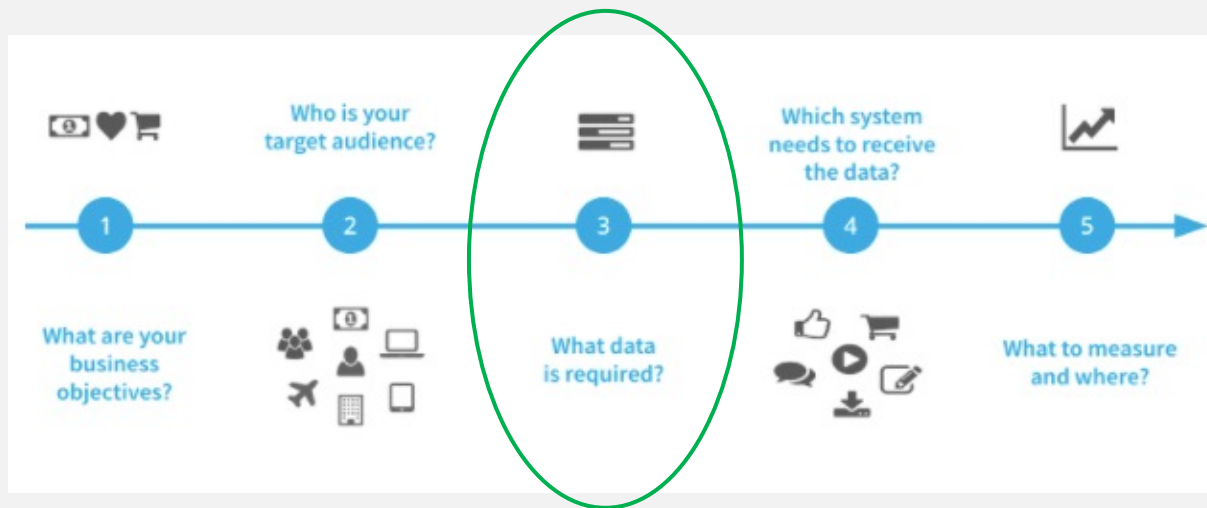


USING 1ST PARTY DATA

Making use of website and consumer data is becoming more and more important, with the deprecation of the cookie looming

1st party data is unique to a brand – it's data that you own and collect with direct consent from consumers, through interactions on apps and websites, making it high value data that we can use to make important decisions

At Havas, we can create floodlight tags which sit on a brand's website and collect data points about people who visit the website. We can also track donations and the amount donated in each transaction, which will provide insights that inform our targeting strategy



Eg of data we can use to optimise our advertising activity – what type of people show a higher propensity to donate, what time of day, day of week, location, etc.

This helps us to build a clearer picture of the target audience we want to reach, and allocate more budget to reaching these people

SETTING KPI'S & OPTIMISING



SETTING GOALS

- It's important to set out clear and achievable KPIs before a campaign begins, that way we know how to measure the success of the activity in concrete terms
- Gong back to the full funnel strategy, different stages of the funnel are related to different KPIs. Below are some common examples:
 - **Awareness Phase:** viewability for display ads and completion rates for video ads
 - **Consideration Phase:** clicks through to the website and website traffic
 - **Conversion Phase:** number and value of conversions (donations)



OPTIMISING CAMPAIGNS

- Throughout campaigns we regularly look at how each targeting strategy is performing against it's equivalent KPI, to ensure we're delivering the best possible results
- We use a mix of automated bidding strategies, led by Google's machine learning which uses signals such as time of day, day of week, location etc. to determine what optimisation to make, and also manual adjustments based on market trends and performance that we're seeing from our campaigns
- For these bidding strategies to be effective, campaigns usually require min. 2 weeks of data, so the algorithm can create a model of the target audience, and ensure our ads are reaching the right people at the right time
- These automated bidding strategies automatically adjust bids based on the likelihood that an impression will perform well vs. KPI





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The Fundraiser's Guide to Digital

Paid Search

Making sure you are heard.



GOOGLE PAID SEARCH

Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you pay per click on an ad.

Reach new donors online with Google Ads.

Show up when people search for what you offer.

Set a budget that works for your organisation.

You can find info on Google grants and eligibility [here](#).

FIONA MURRAY



PPC Manager

BIO -

Fiona has been working in the digital industry for 5 years and specialises in Paid Search.

In her current role, Fiona leads the paid search team and is responsible for developing PPC strategies, conducting campaign analysis and delivering award winning campaigns.

Google's Quality Score



Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers.

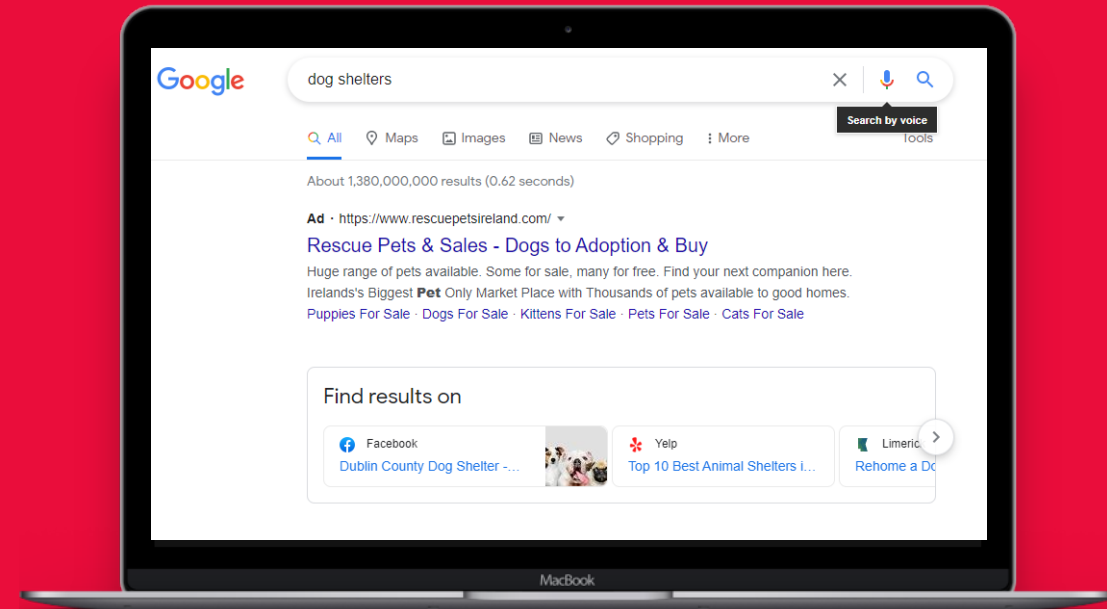
This score is measured on a scale from 1–10 and available at the keyword level.

A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.

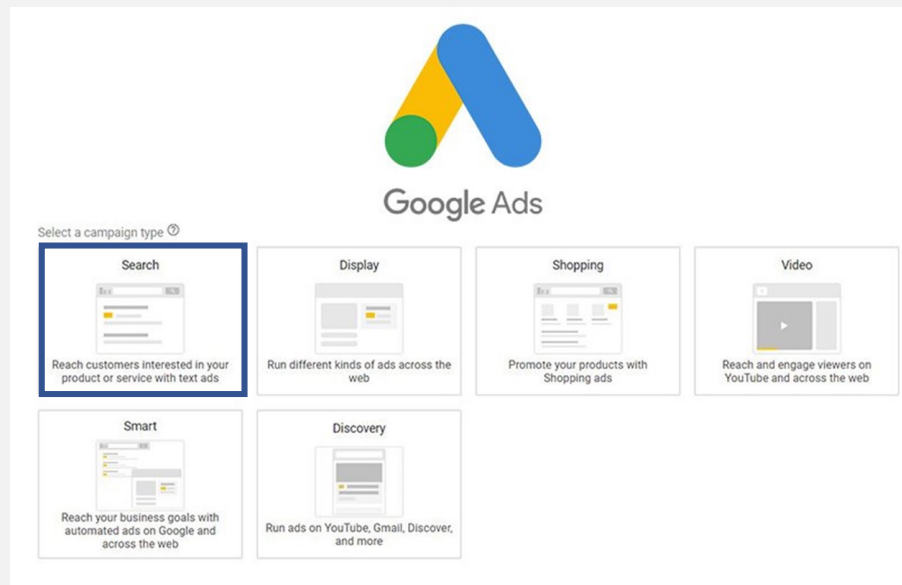
You can benefit from a higher QS because it means they have to pay less to maintain their position versus their next competitor.

HOW TO BUILD A PPC CAMPAIGN

1. Choose Your Campaign Type
2. Create Goals & Metrics
3. Perform Keyword Research
4. Create Compelling Ad Copy
5. Manage Campaign Optimizations



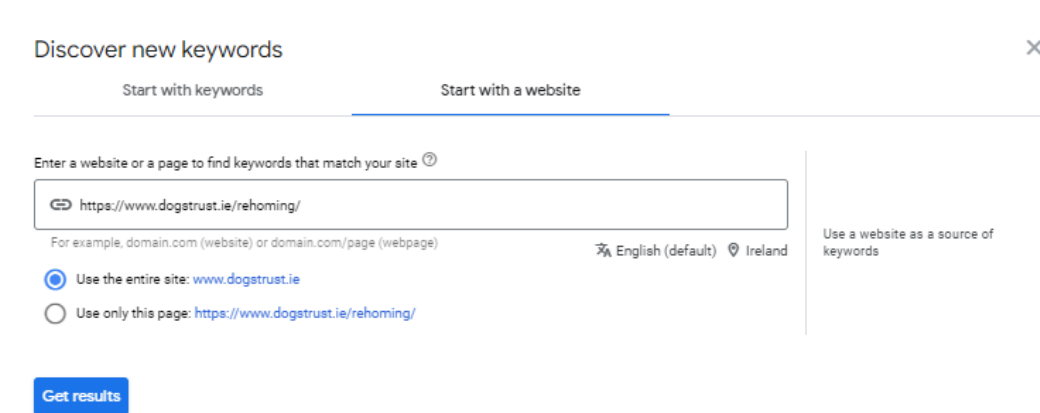
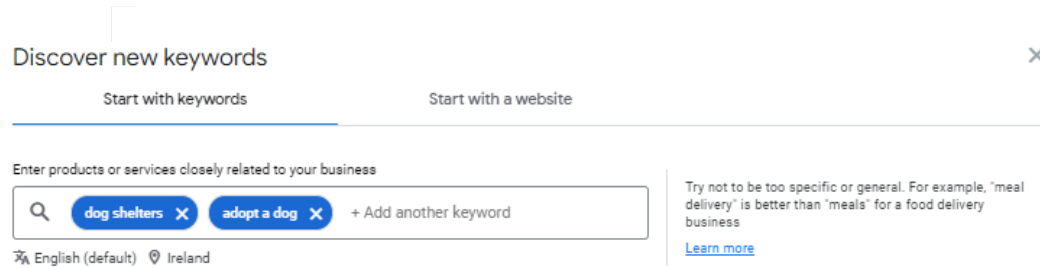
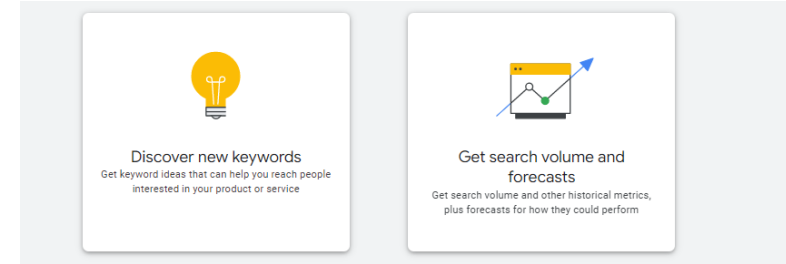
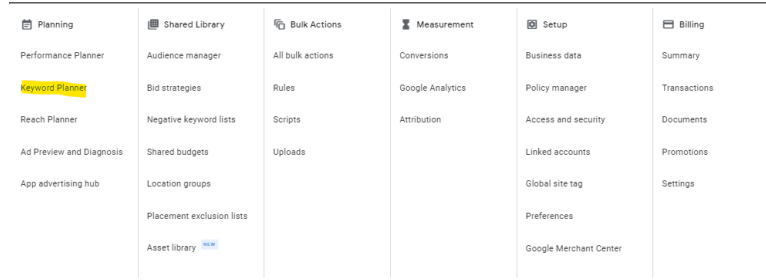
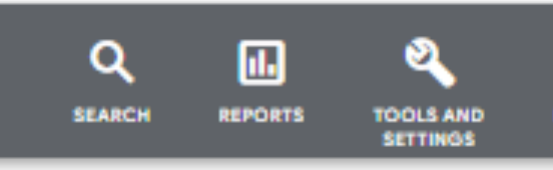
CHOOSE THE RIGHT CAMPAIGN TYPE



CREATE GOALS & GOAL METRICS

- **Leads** - Encourage relevant customers to express interest in your services by signing up for a newsletter or providing their contact information.
- **Website traffic** - Drive potential customers to visit your website.
- **Conversions** - Drive donations and engage with people who have already contacted you or are close to making a conversion decision.

Keyword Planner – How To



- Click on Tools & Settings on the top right hand of your Google ads account.
- Tools & Settings > Planning > Keyword Planner > Discover New Keywords (screenshots above) or Start with we
- Enter the product your selling and click get results or enter your website or a specific landing page. If your product/service is broad you can filter the results by entering your website.

Additional Keyword Research

Google Trends



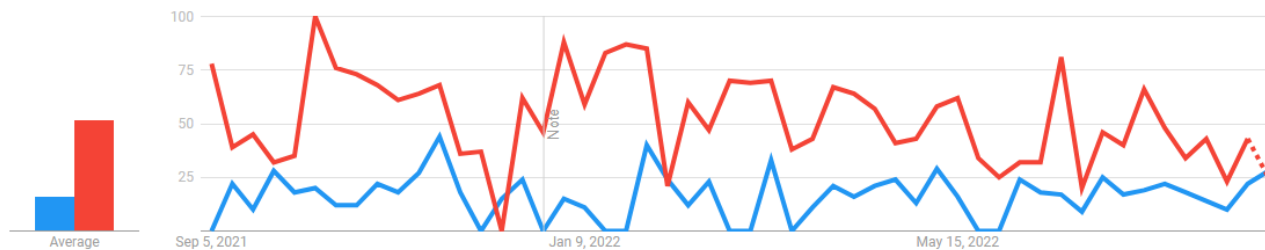
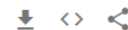
● adopt a dog
Search term

● dog rescue
Search term

+ Add comparison

Ireland ▼ Past 12 months ▼ All categories ▼ Web Search ▼

Interest over time ?



Google

- adopt a dog
- adopt a dog near Dún Laoghaire, Dublin
- adopt a dog dublin
- adopt a dog ireland
- puppies for adoption dublin
- dogs trust
- dogs trust adopt a dog
- adopt a dog cork
- adopt a dog limerick
- dogs for sale
- puppies for sale
- rescue dogs
- dog adoption

adopt a dog near Dún Laoghaire, Dublin

adopt a dog cork

adopt a dog dublin

dogs trust

adopt a dog ireland

dogs trust adopt a dog

puppies for adoption dublin

adopt a dog limerick

**Google Ads
Account: Dublin
Dog Sanctuary**

**Campaign 1:
Brand**

**Campaign 2:
Generic**

**Ad Group 1:
Dublin Dog Sanctuary**

**Ad Group 3:
Dublin Dog Sanctuary -
Sponsor**

**Ad Group 1:
Rescue/ Adopt**

**Ad Group 2:
Dog Shelters**

**Ad Group 3:
Sponsor**

**Keywords:
(Exact & Phrase Match)**
Dublin Dog Sanctuary
Dublin Dog Sanctuary
Donations
Donate to Dublin Dog
Sanctuary

**Keywords:
(Exact & Phrase Match)**
Dublin Dog Sanctuary
Sponsorship
Dublin Dog Sanctuary how
to Sponsor

**Keywords:
(Exact & Phrase Match)**
Rescue a dog
How to rescue a dog
Adopt a dog
Where to adopt a dog
Adopt a puppy
Adopt a dog near Dun Laoghaire

**Keywords:
(Exact & Phrase Match)**
Dog shelters
Dog shelters in Ireland
Dog shelters in Dublin
Dog shelters to donate to

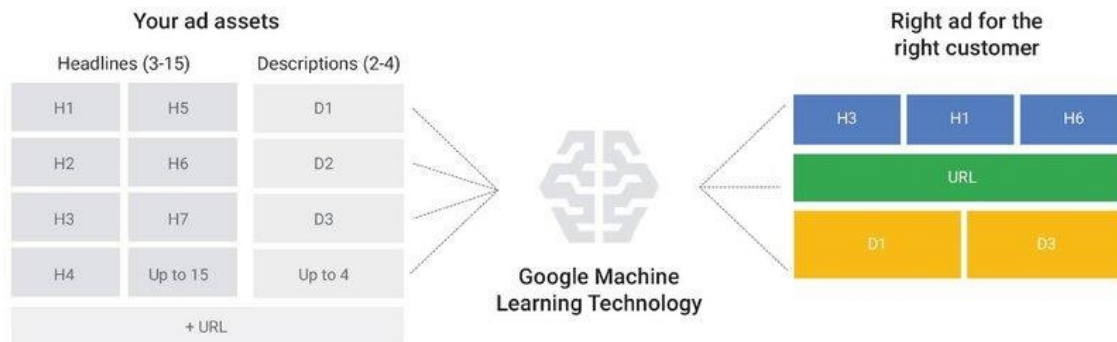
**Keywords:
(Exact & Phrase)**
Sponsor a dog
Dog sponsorships

Write Great Ad Copy

Responsive Search Ads

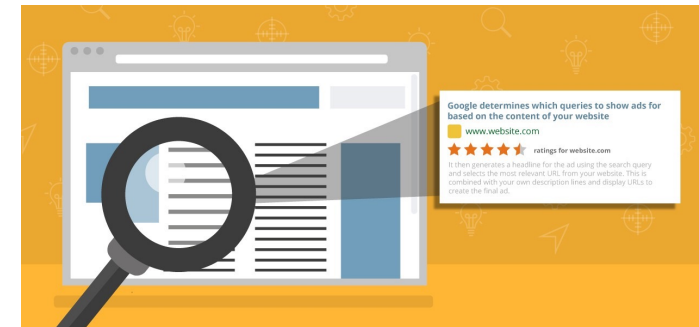
- Responsive search ads let you create an ad that adapts to show more relevant messages to your customers.
- Reach more potential customers with multiple headline and description options that give your ads the opportunity to compete in more auctions and match more queries.
- Increase ad group performance by attracting more clicks and conversions that your existing text ads aren't capturing because responsive search ads help you compete in more auctions.

Responsive Search Ads in Action



Dynamic Search Ads





- Dynamic Search Ads use your website content to target your ads and can help fill in the gaps of your keyword based campaigns.
- Dynamic Search Ad headlines and landing pages are also generated using content from your website, which keeps your ads relevant and saves you time.
- All you need to do is add a creative description.
- **Capture additional traffic.** Dynamic Search Ads can help you gain additional traffic identifying new serving opportunities that you aren't already targeting with keywords.



Bidding Strategies

1

First, choose your bidding strategy based on your goals:

Search, Display, & Video	Search, Display, & Video	Search, Display, & Shopping	Search ³ & Smart Shopping
 Maximize conversions <ul style="list-style-type: none">• Drive as many conversions as possible within your set budget• Minimum conversions required: 0¹• Best for campaigns that are budget constrained	 Target CPA <ul style="list-style-type: none">• Drive as many conversions as possible, while maintaining your target cost per acquisition (CPA)• Minimum conversions required: 0¹• Best for campaigns that are not budget constrained	 Target ROAS <ul style="list-style-type: none">• Drive the highest conversion value possible while maintaining your target return on ad spend (ROAS)• Minimum conversions required: 15 conversions passing conversion values over the last 30 days²• Best for campaigns that are not budget constrained	 Maximize conversion value <ul style="list-style-type: none">• Drive as much conversion value as possible within your set budget• Minimum conversions required: 0• Best for campaigns that are budget constrained

Performance Max Campaigns

A New Way To Buy Ads Across Google Ads Inventory

Introducing: Performance Max



A new campaign type in Google Ads that maximises high-quality lead generation performance across all Google inventory using automation and machine learning.

- ✓ Finds high-quality leads no matter where they are across the Google Ads network.
- ✓ Optimal machine learning to find the next most profitable auction for your campaign goals and drive stronger ROI.
- ✓ Additional features to guide machine learning and ramp up.
- ✓ Unlock time to focus on strategic performance drivers.



- Gmail
- Display
- Discovery
- YouTube
- Search
- Maps

Performance Max combines best-in-class automation technologies across bidding, targeting, creatives and attribution to help you drive growth in conversions and value. Tailor your ads in real-time to reach consumers with relevant and meaningful experiences at scale—no matter what channel or device they're on.

CONTINUE TO GET BETTER RESULTS WITHOUT INCREASING YOUR BUDGET.

IMPROVING YOUR QUALITY SCORE IS THE WAY TO GO.

IMPROVING THE EXPECTED CLICK-THROUGH RATE (CTR)

There are three different statuses that you may get here:

- "Average" or "Above Average" – This means there are no significant problems with your keyword's expected CTR
- "Below Average" – This means your keyword is expected to perform poorly in terms of CTR.

If you receive a "Below Average" status on any one of your keywords, you might want to change the ad copy associated with the keyword to include more mentions of the keyword within your ad.

IMPROVING THE RELEVANCE OF YOUR AD

- Create tightly-themed ad groups with only related keywords
- Make sure your ads are closely related to your keywords
- Write text ads that include the actual keywords
- Choose the right landing page

IMPROVING THE LANDING PAGE EXPERIENCE

- How useful is your landing page to someone who clicks on the ad?
- Is your landing page well-organised?
- Does your landing page have text that relates to someone's search terms?
- Is your landing page clear in its directions?



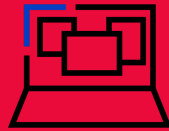
The Fundraiser's Guide to Digital

Digital Fundraising Strategy 2

Building your road map to success



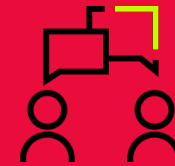
**WE HAVE HEARD
ABOUT MANY
DIFFERENT ELEMENTS
OF DIGITAL**



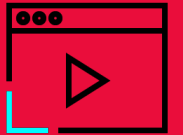
**CONTENT AND
OWNED MEDIA
(EMAIL AND
WEBSITE)**



**PAID SEARCH AND
SEO**



SOCIAL MEDIA

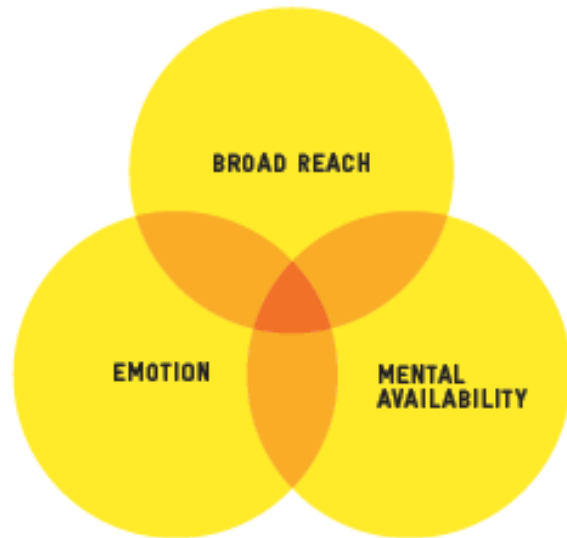


**ONLINE DISPLAY
AND VIDEO**

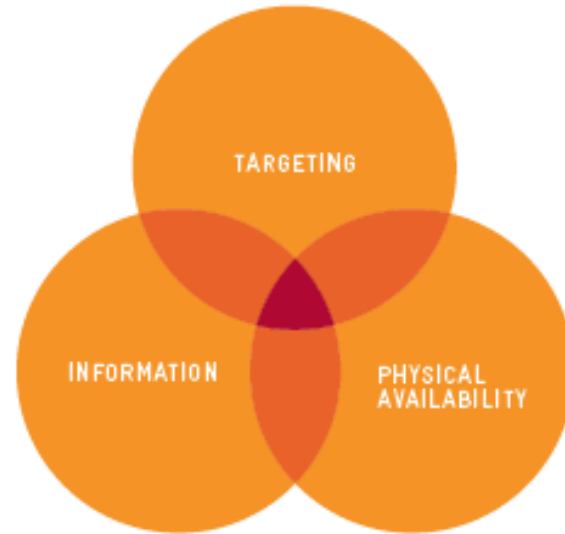
**How Do I Know Where To Start For A Fundraising
Campaign?**

REMEMBER THE KEY PRINCIPLES STILL HOLD WITH DIGITAL...

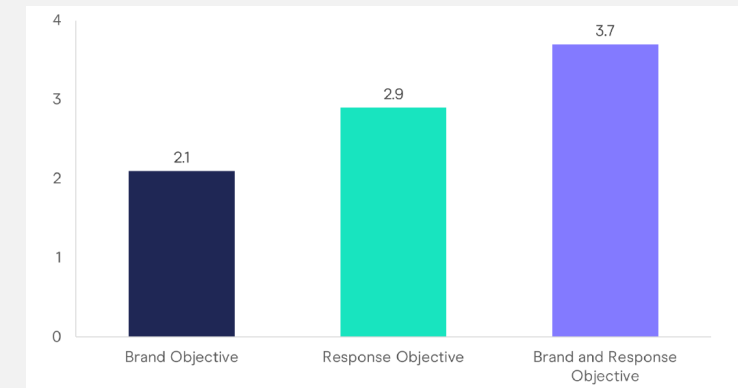
Brand Building



Response Driving



Digital allows you to do both brand building and response driving effectively.

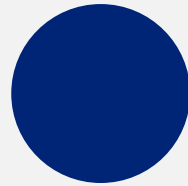


Campaigns with some element of both will have a better performance

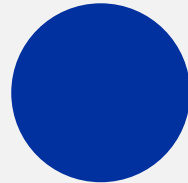
FULL FUNNEL DIGITAL TO MAXIMISE DONATIONS

Different channels can play different roles against the not-for-profit marketing funnel.

Remember the path is not linear. Some people may be driven straight to donating.



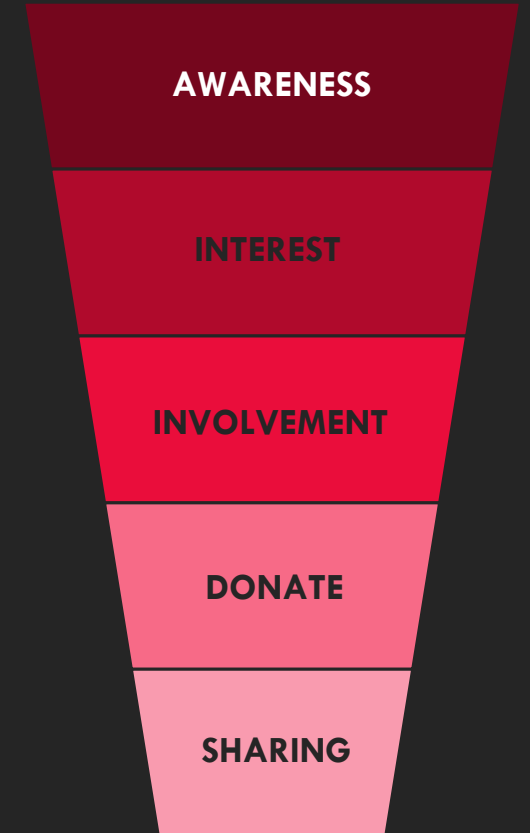
Make Them Care



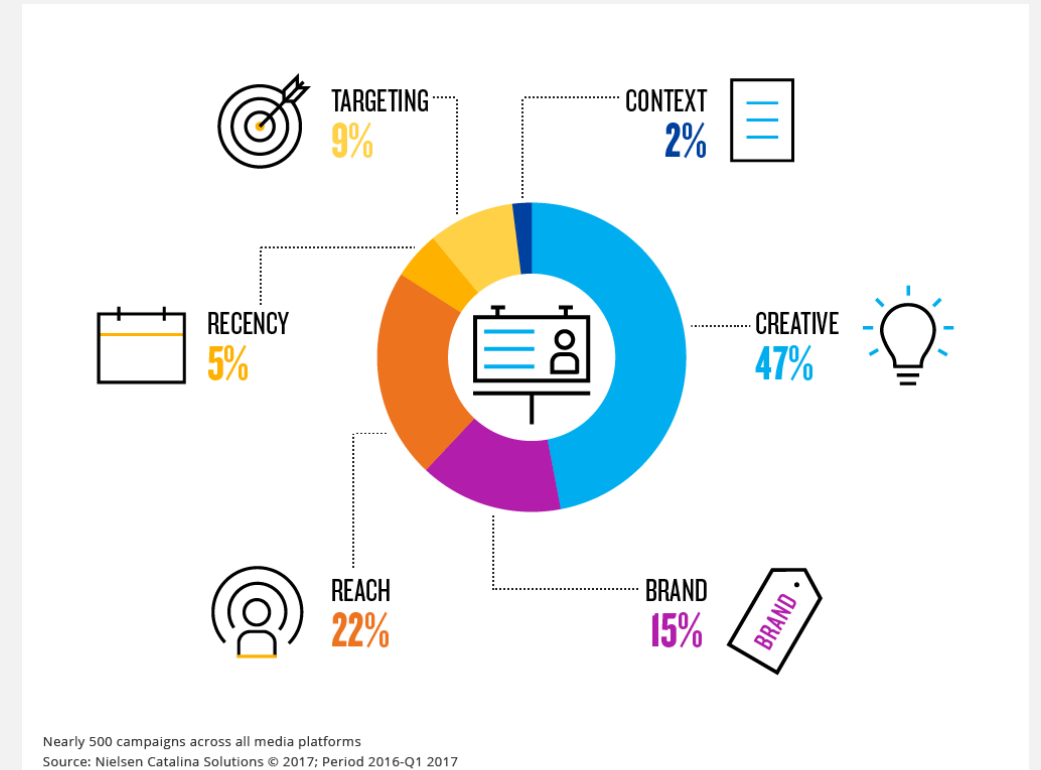
Keep Them Engaged



Drive A Response



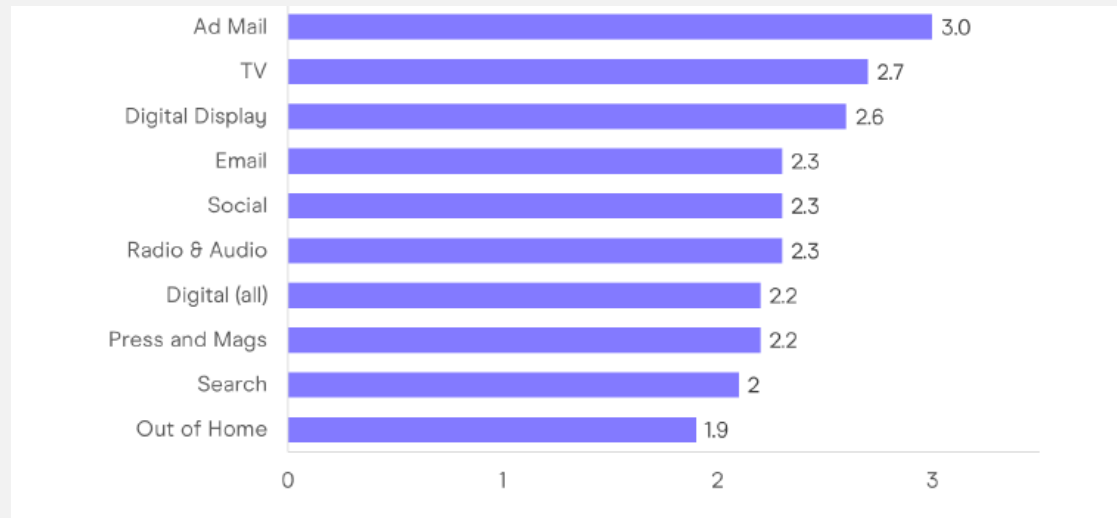
START WITH CONTENT...



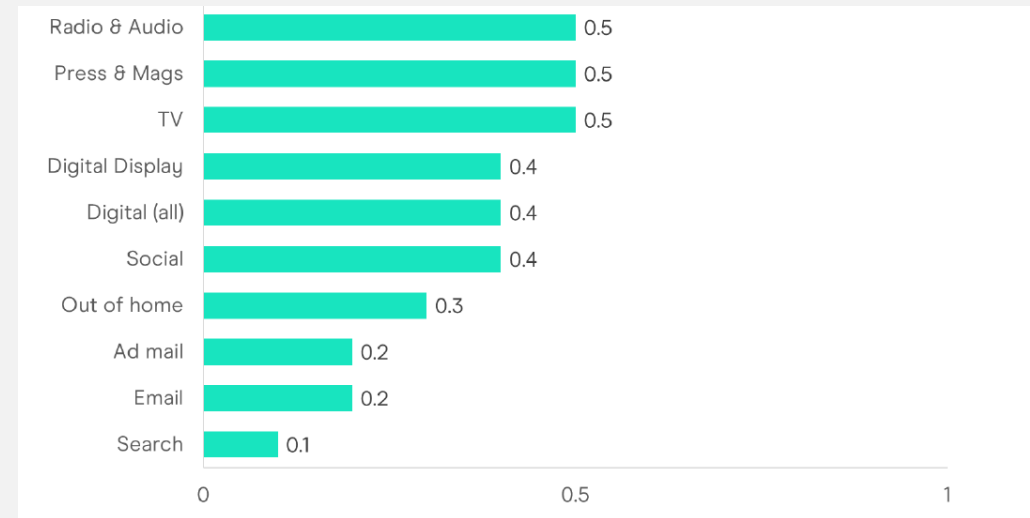
Creative / Content is the number 1 driver of campaign effectiveness

DECIDE ON THE CHANNELS THAT WORK BEST....

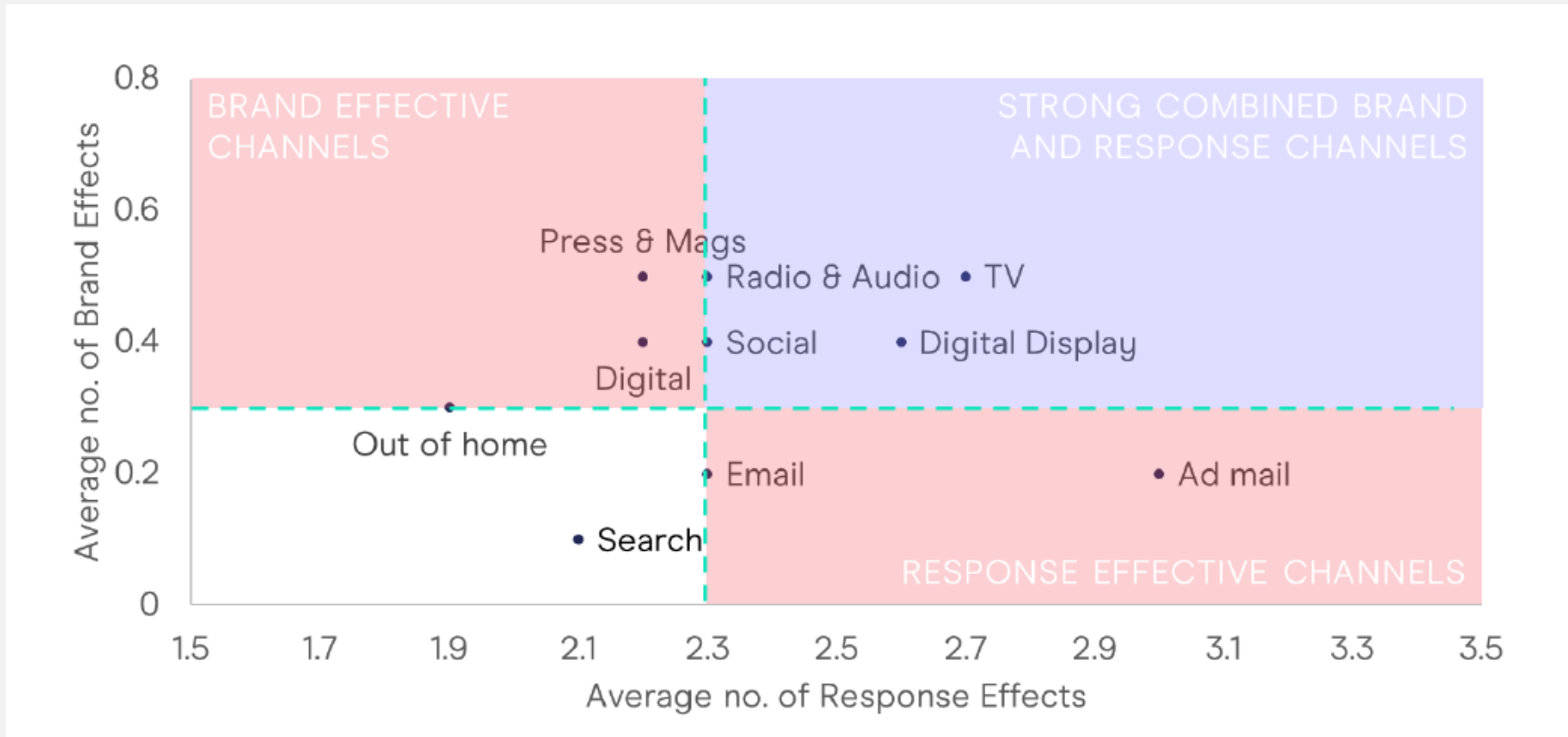
RESPONSE DRIVING – DIGITAL DISPLAY, VIDEO, EMAIL, SOCIAL, AUDIO, SEARCH



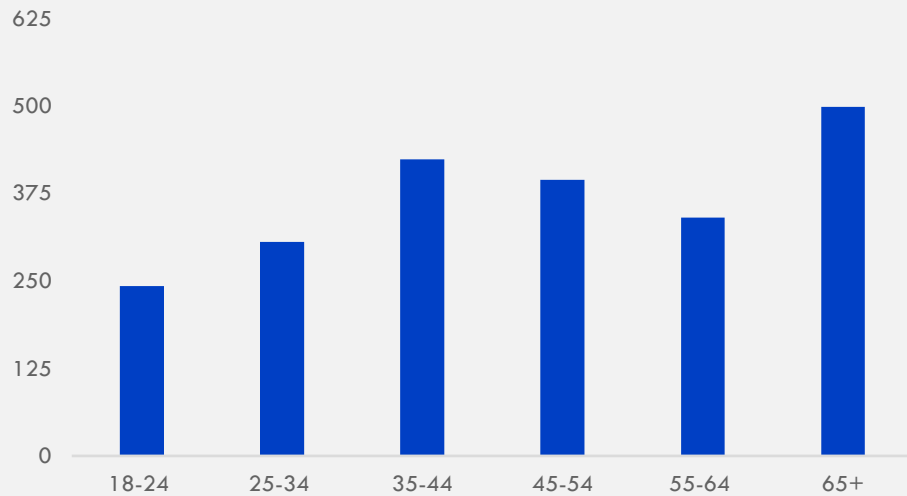
BRAND BUILDING – AUDIO, VIDEO, DISPLAY, SOCIAL, EMAIL



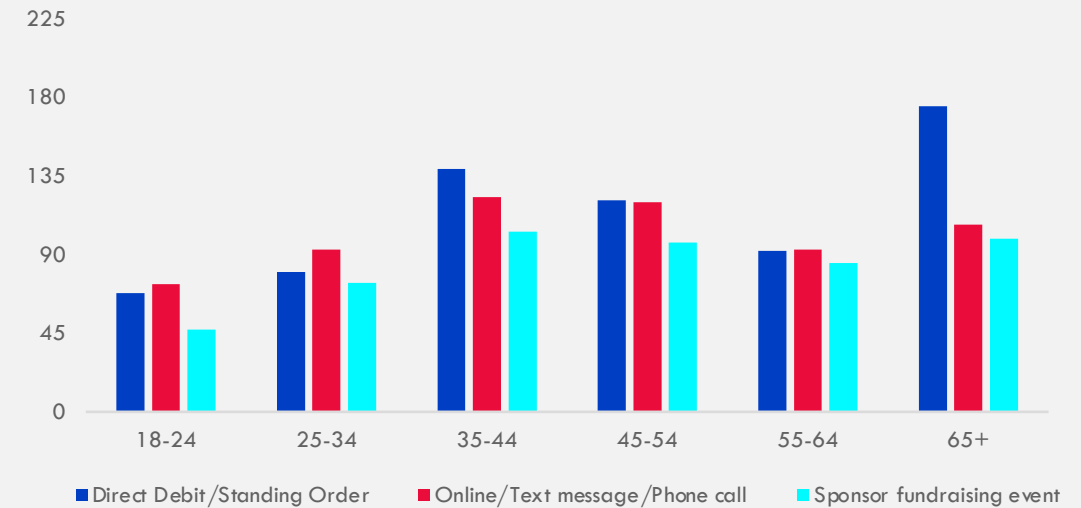
VIDEO, SOCIAL AND DISPLAY CAN DRIVE BOTH EMOTION AND RESPONSE



TO UNDERSTAND WHICH PARTNERS TO USE THINK ABOUT YOUR AUDIENCE AS WELL...



Majority of those that donate to charities are 35+ with 65+ being the biggest group



One off donations skew slightly younger with older audiences more likely to sign up for a direct debit

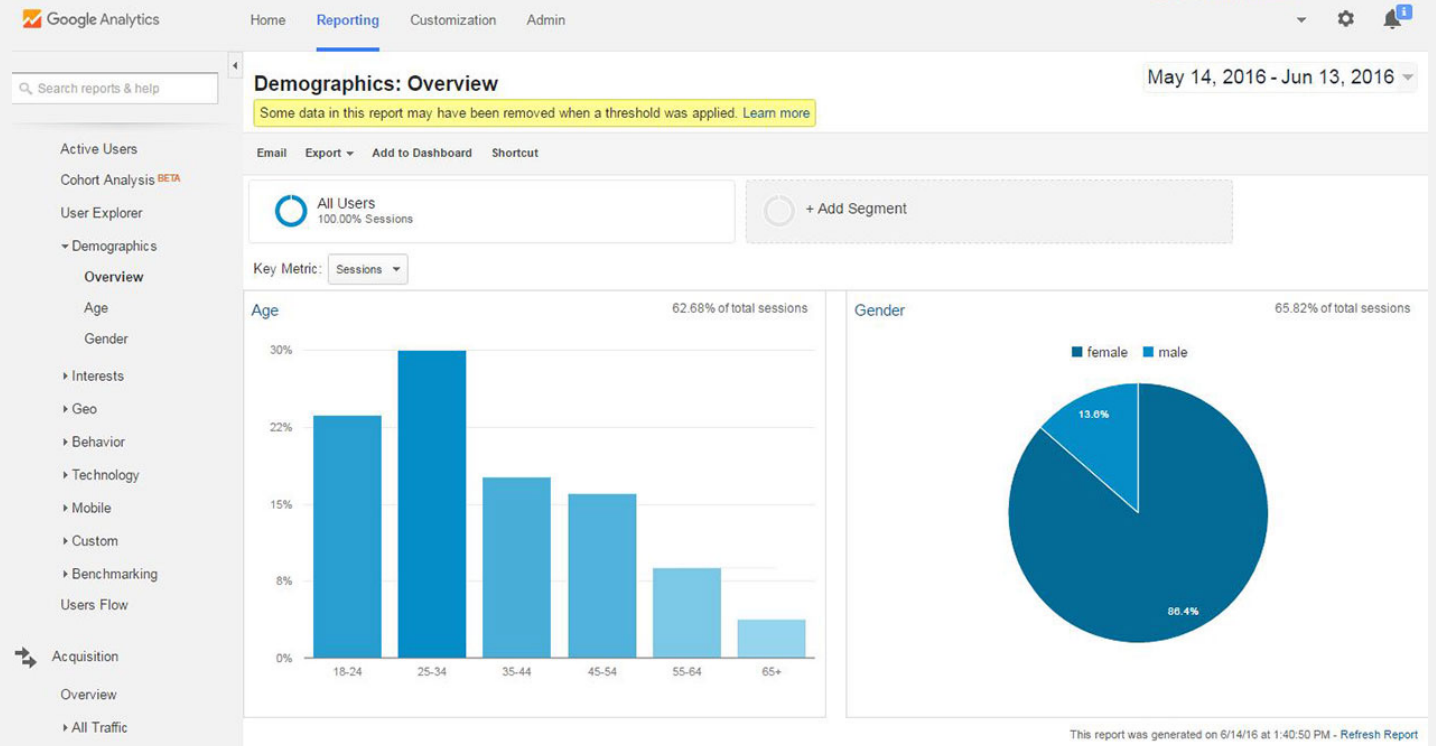
IF YOU HAVE ANALYTICS ON YOUR SITE YOU CAN USE THAT TO LOOK AT THE PROFILE OF YOUR DONORS

Build a clearer picture with insights on:

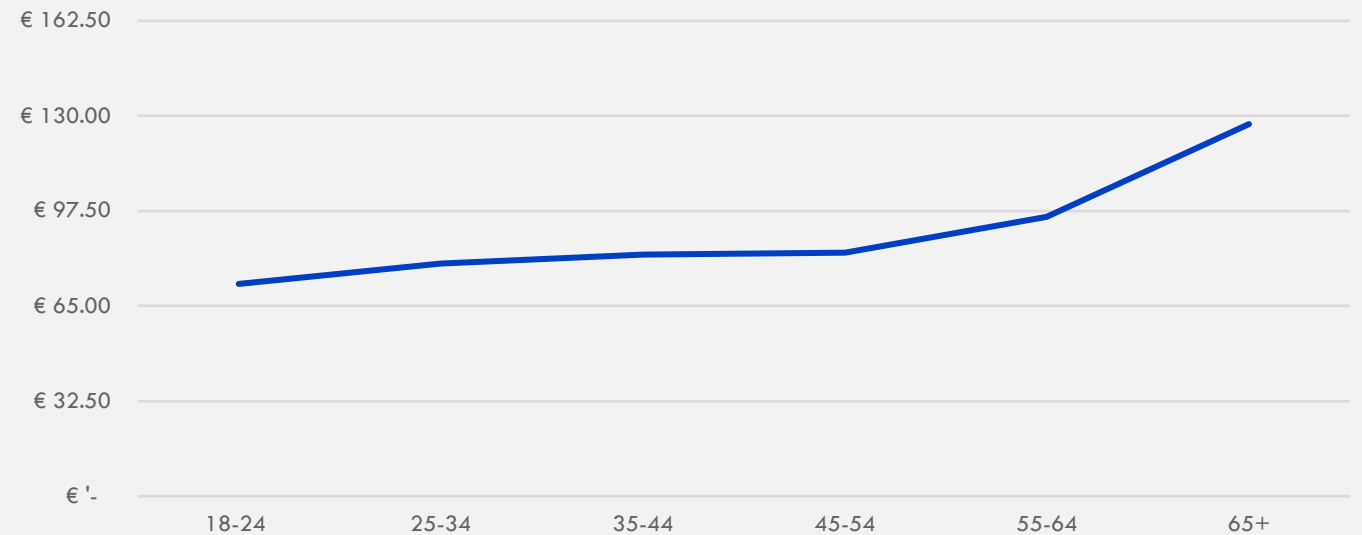
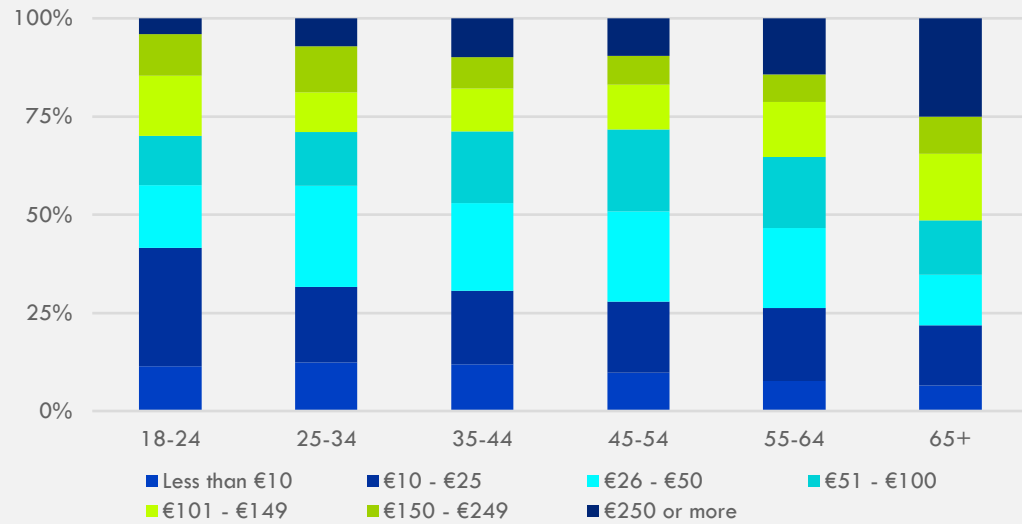
- Age
- Demographics
- Regions
- Interests

Filter by

- All Visitors
- Visits to certain pages
- Donors Vs Non Donors



ALSO BE CONSCIOUS THAT OLDER AGE COHORTS TEND TO DONATE MORE



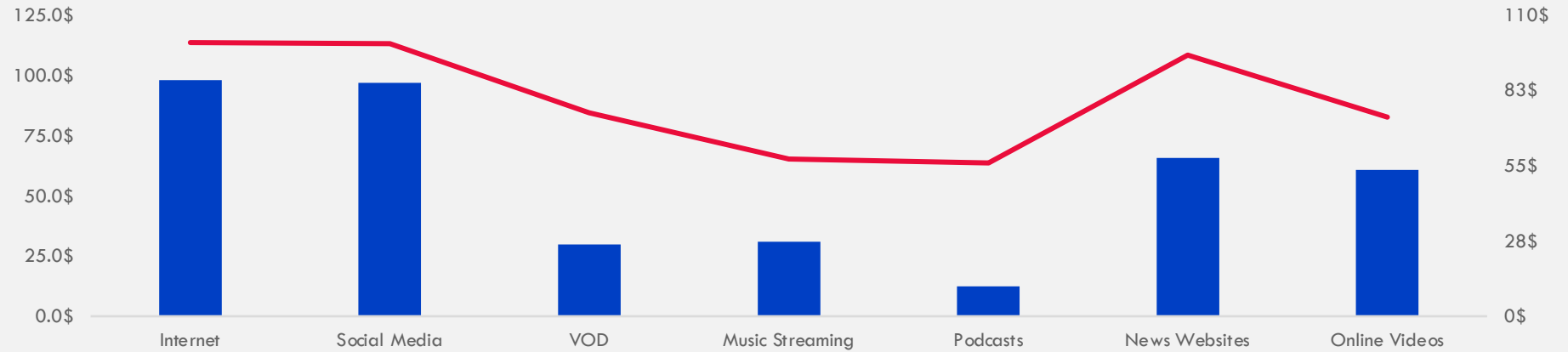
Older age groups are much more likely to donate amounts of over €100

As audiences get older the average amount donated increases

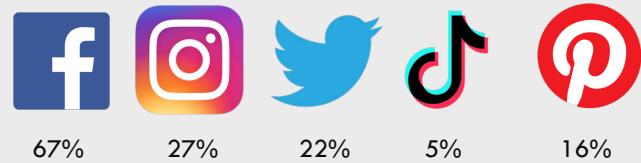
55+ Group



WHEN IT COMES TO DIGITAL WITH OLDER AUDIENCES NEWS WEBSITES, ONLINE VIDEO AND FACEBOOK HAVE THE STRONGEST REACH...



SOCIAL MEDIA:



OTHER MEDIA :



**YOUR EXISTING EMAIL
DATABASE IS A
POWERFUL TOOL TO
LEVERAGE IN ONLINE
CHANNELS**

**UPLOAD TO ADVERTISING
PLATFORMS AND RE ENGAGE
DONORS**

01.

**FIND LOOKALIKE AUDIENCES
AND DRIVE TO DONATE**

02.

**SEQUENCE CONTENT FROM
EMAIL TO SOCIAL TO VIDEO...**

03.

PUTTING IT ALL TOGETHER

MAKE THEM CARE

(1:MANY)



AWARENESS

Leverage emotion to create a connection with the audience



INTEREST

Keep potential donors interested with the campaign



KEEP THEM ENGAGED

(1:FEWER)

INVOLVEMENT

Re Engage with your database and previous supporters / donors



DONATE

Drive a response through targeted activity



DRIVE A RESPONSE

(1:1)

SHARING

Activate advocates to share your message

Goal

Audiences Targeting

Content Assets/messaging

Connections Media

Broad focus / new donors
Affinity / Interests

Some broad focus but narrowing to people who have already engaged with the campaign but not donated

Supporters, Previous Donors, Previous Volunteers

Intent Based Audiences
Lookalikes
Re Targeting

Supporters, Donors, Volunteers

Lead with a priming emotive brand message

Expand on the campaign message with stories and showing the impact of donating

Giving them a reason to donate again

Mix of emotive and impact led messaging

Ask them to share your content or that they have donated

Online Video, Social Media, Online Display

Social Media, Search, Website Content

Email, Social Media, Online Display, Website Content

Social Media, Search, Display, Video, Email

Email, Social, Website



The Fundraiser's Guide to Digital

Questions?



The Fundraiser's Guide to Digital

Thank You.



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