

Gift Annuities

Why Digital Marketing?

-
- Declining results in traditional outreach, particularly in direct mail

How to Start

Ask the tough questions

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- Determine KPIs.
 - Know your audience.
 - Creative and marketing partners.
 - Privacy policy.
 - Are you truly ready?

A/B Testing

It's ok to fail... really.



Make a Gift
www.opb.org
 Support OPB with a gift that pays you income.



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EMAIL CAMPAIGN



Fall 2016

Open Rate: 15.60% (15,603 clicks)

CTR: 1.56% (1558 clicks)

Industry Open: 21.8% | CTR: 3.3%

IBM 2016 Email Marketing Metrics Benchmark Study

FACEBOOK ADS



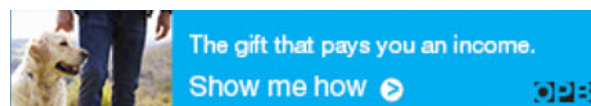
Fall 2016

CTR: 1.7% (21,293 clicks)

Industry: .66-1.28%

KGW Digital Team

DISPLAY ADS



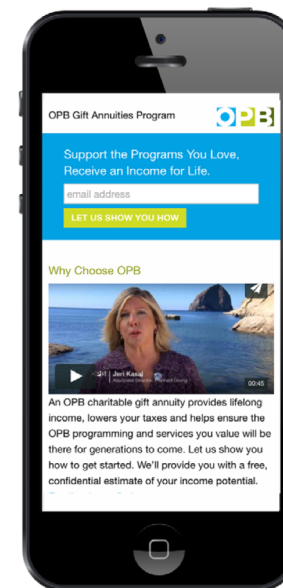
Fall 2016

CTR: .24% (823 clicks)

Industry: .17%

Smart Insights

WEBSITE VISITS



Fall 2016

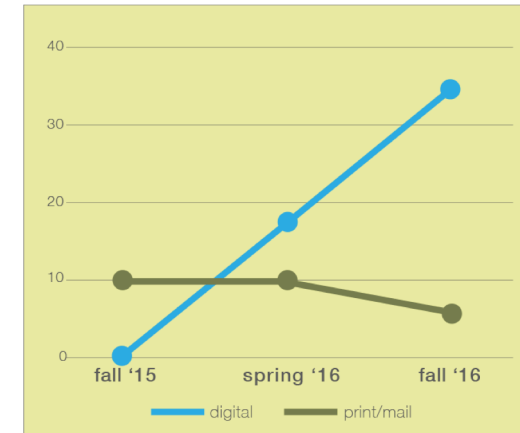
Campaign Web Visits:

23,674 (>90% mobile)

Results

Doubled Traditional Outreach
For Half the Budget

CAMPAIGN CONVERSIONS



Fall 2016 Digital Conversions
\$15K Budget: **34** emails

Vs. Fall 2016
\$15K Budget: **6** responses

Key Takeaways

Iterative Path to Maximize ROI

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- Emotion over detail.
 - Benefit over brand.
 - Balance traditional and digital.
 - Audience fatigue awareness.

Thank You

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