

IP Targeting Increases Holiday Campaign Revenue

Public Broadcasting stations KPCC, in Southern California, and CPTV|WNPR, in Connecticut, were looking for ways to increase their overall holiday giving revenue. Carl Bloom Associates (CBA) recommended adding IP Targeting to the other channels they had scheduled – mail, email, pledge and more.

Various CBA clients have tested IP Targeting in the past with success, so we were confident that overall revenue during the holiday giving season (Thanksgiving – Year End) would increase for KPCC and CPTV|WNPR.

The Results are In!

KPCC Results

- Overall, KPCC members targeted with ads gave **14% or \$116,000 more** than non-targeted members.
- KPCC saw a **\$21.37 average gift increase** from the targeted group.
- **Renewal members** who were targeted with ads gave **17% more** than those who were not targeted.
- **Add Gift members** who were targeted with ads gave **15% more** than those who were not targeted.
- The campaign had an **ROI of 6** (\$6 of revenue for every \$1 spent).

CPTV|WNPR

- Overall, CPTV|WNPR members targeted with ads gave **43% or \$99,736 more** than non-targeted members.
- **Renewal members** who were targeted with ads gave **34% more** than those who were not targeted.
- **Add Gift members** who were targeted with ads gave **38% more** than those who were not targeted.
- **Lapsed members** who were targeted with ads gave **32% more** than those who were not targeted.
- The campaign had an **ROI of 9** (\$9 of revenue for every \$1 spent).

IP Targeting is

unique in that existing donor contact information (name and address) is used to find a matching home IP address.

Once found, campaign-specific ads are delivered directly to donors for the length of the campaign.

Roughly 50% of donors are matched with an IP address and are able to receive ads.

If you would like to learn more about CBA's strategies, please contact Christina McPhillips at christina@carlbloom.com or 914-468-8942.