



CASE STUDY: LEVERAGING FACEBOOK ADS FOR NON-PROFIT SUCCESS


Results:







- Christmas campaign: spent around 2,000\$ within 3 weeks which resulted in 216 donors (9.44\$ per donor)
- Halal donation campaign: spent around 3,000\$ within 1,5 months which resulted in 794 donors (3.76\$ per donor)
- The last campaign is ongoing currently

This month: Jan 1, 2024 – Jan 15, 2024 ▼

1 selected ✕

 Ad sets for 1 Campaign

 Ads for 1 Campaign

     Rules ▼ View Setup  Columns: Performance and clicks ▼ Breakdown ▼ Reports ▼ Export ▼

	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule
	7-day click or 1...	— Website Donate	191	1.23	— Per Website Donate	Using campaign ...	\$2.50	Ongoing	Jan 8
	7-day click or 1...	.23 [2] Website Donates	206,496	2.08	\$.11.23 [2] Per Website Donate	Using campaign ...	\$258.31	Ongoing	Jan 8
	7-day click or 1...	— Website Donate	4,075	1.09	— Per Website Donate	Using campaign ...	\$8.11	Ongoing	Jan 8
Ar...	7-day click or 1...	.32 [2] Website Donates	81,341	1.48	\$.5.82 [2] Per Website Donate	Using campaign ...	\$186.22	Ongoing	Jan 8
	7-day click or 1...	.1 [2] Website Donate	2,274	1.94	\$.26.97 [2] Per Website Donate	Using campaign ...	\$26.97	Ongoing	Jan 8
	7-day click or56 [2] Website Donates	295,316 Accounts Center acco...	1.89 Per Accounts Center a...	\$.8.61 [2] Per Website Donate		\$482.11 Total Spent		

Search and filter

This month: Dec 1, 2023 – Dec 23, 2023

Campaigns

Ad sets

Ads

+ Create

Edit

A/B Test

Rules

View Setup

Columns: Performance and clicks

Breakdown

Reports

<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	In
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Donation- 12/19- relaunch	7-day click or 1...	31 [2] Website Leads	28,555	2.75	\$19.31 [2] Per Lead	\$140.00 Daily	\$598.75	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BOF-Email List-30/11/2023	7-day click or 1...	125 [2] Website Leads	2,889	7.70	\$2.25 [2] Per Lead	\$10.00 Daily	\$281.79	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF- Christmas Donation Campaign- 29/11/20...	7-day click or 1...	60 [2] Website Leads	51,279	2.78	\$19.30 [2] Per Lead	\$90.00 Daily	\$1,157.78	Ongoing	
Results from 3 campaigns ⓘ Excludes deleted items			7-day click or ...	216 [2] Website Leads	66,664 Accounts Center acco...	3.65 Per Accounts Center a...	\$9.44 [2] Per Lead		\$2,038.32 Total Spent		

Search and filter

Nov 29, 2023 – Dec 25, 2023

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance and clicks

Breakdown

Reports

Export

<input type="checkbox"/>	Off / On	Ad set	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule	Impres	CPM (cost per...)	Lin clic
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Campaign - 29/11- lookalike au...	50 [2] Website Leads	47,848	2.55	\$20.07 [2] Per Lead	Using ...	\$1,003.51	Ongoing	Nov 29, 2023 – Ongoing	121,841	\$8.24	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Campaign - 29/11- business&fi...	12 [2] Website Leads	15,085	1.80	\$19.03 [2] Per Lead	Using ...	\$228.35	Ongoing	Nov 27, 2023 – Ongoing	27,148	\$8.41	
Results from 2 ad sets ⓘ			62 [2] Website Leads	54,050 Accounts Center ac...	2.76 Per Accounts Cente...	\$19.87 [2] Per Lead		\$1,231.86 Total Spent			148,989 Total	\$8.27 Per 1,000 L...	

Search and filter

Nov 29, 2023 – Dec 25, 2023

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance and clicks

Breakdown

Reports

Export

<input type="checkbox"/>	Off / On	Ad set	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule	Impressions	CPM (cost per 1,000 impressions)	Link
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Campaign - 19/12- lookalike au...	1.9 [2] Website Leads	13,064	2.46	\$13.26 [2] Per Lead	Using ...	\$251.97	Ongoing	Dec 19, 2023 – Ongoing	32,136	\$7.84	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Campaign - 19/11- BC	1.4 [2] Website Leads	17,759	2.41	\$21.38 [2] Per Lead	Using ...	\$299.32	Ongoing	Dec 19, 2023 – Ongoing	42,887	\$6.98	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	TOF-Christmas Campaign - 29/11- business&fi...	1.7 [2] Website Leads	21,058	2.47	\$19.92 [2] Per Lead	Using ...	\$338.56	Ongoing	Dec 19, 2023 – Ongoing	51,973	\$6.51	
Results from 3 ad sets ⓘ			5.0 [2] Website Leads	37,813 Accounts Center ac...	3.36 Per Accounts Cente...	\$17.80 [2] Per Lead		\$889.85 Total Spent			126,996 Total	\$7.01 Per 1,000 I...	

Search and filter

Nov 30, 2023 – Dec 25, 2023

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Edit

A/B test

Rules

View Setup

Columns: Performance and clicks

Breakdown

Reports

Export

<input type="checkbox"/>	Off / On	Ad set	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Schedule
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BOF- Email List-11-30	1.36 [2] Website Leads	3,141	8.15	\$2.27 [2] Per Lead	Using campaign ...	\$308.15	Ongoing	Nov 30, 2023 – Ongoing
Results from 1 ad set ⓘ			1.36 [2] Website Leads	3,141 Accounts Center acco...	8.15 Per Accounts Center a...	\$2.27 [2] Per Lead		\$308.15 Total Spent		

	Off / On	Ad set	Results	Reach	Frequency	Cost per result	Estimate	Amount spent	Ends	Schedule	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per click)	CTR (link clicks / impression)
	<input type="checkbox"/>	TOF-8th-Geography	—	191	1.23	—	U.S.	\$2.50	Ongoing	Jan 8, 2024 – Ongoing	235	\$10.64	—	—	—
	<input checked="" type="checkbox"/>	TOF-8th-Geography	364 [2] Website Donates	409,063	3.77	\$3.54 [2] Per Website Dona...	U.S.	\$1,287.29	Ongoing	Jan 8, 2024 – Ongoing	1,543,420	\$0.83	42,297	\$0.03	2.74%
	<input checked="" type="checkbox"/>	TOF-8th-Geography	1. [2] Website Donate	4,543	1.10	\$9.44 [2] Per Website Dona...	U.S.	\$9.44	Ongoing	Jan 8, 2024 – Ongoing	4,981	\$1.90	62	\$0.15	1.24%
	<input checked="" type="checkbox"/>	TOF-8th-Geography	427 [2] Website Donates	721,702	3.10	\$3.89 [2] Per Website Dona...	U.S.	\$1,662.22	Ongoing	Jan 8, 2024 – Ongoing	2,239,224	\$0.74	33,961	\$0.05	1.52%
	<input checked="" type="checkbox"/>	TOF-8th-Geography	2 [2] Website Donates	2,275	1.94	\$13.49 [2] Per Website Dona...	U.S.	\$26.97	Ongoing	Jan 8, 2024 – Ongoing	4,410	\$6.12	6	\$4.50	0.14%
		Results from 5 ad sets Excludes deleted items	794 [2] Website Donates	1,118,837 Accounts Center ac...	3.39 Per Accounts Cente...	\$3.76 [2] Per Website Dona...		\$2,988.42 Total Spent			3,792,270 Total	\$0.79 Per 1,000 I...	76,326 Total	\$0.04 Per Action	2.01% Per Impress...

Summary:

THE SUCCESS OF THE FACEBOOK AD CAMPAIGN HAS NOT ONLY PROVIDED [NON-PROFIT WITH VALUABLE RESOURCES TO FURTHER ITS MISSION BUT ALSO ESTABLISHED A SCALABLE MODEL FOR FUTURE DIGITAL MARKETING EFFORTS

Goal:

TO URGE THE YOUTH TO SEE AND SHARE OUR CAUSE, HELPING US SPREAD HOPE WORLDWIDE AND GET VITAL DONATIONS

Accomplishments:

CHRISTMAS CAMPAIGN: SPENT AROUND 2,000\$ WITHIN 3 WEEKS WHICH RESULTED IN 216 DONORS (9.44\$ PER DONOR)

HALAL DONATION CAMPAIGN: SPENT AROUND 3,000\$ WITHIN 1,5 MONTHS WHICH RESULTED IN 794 DONORS (3.76\$ PER DONOR)

Challanges:

THE PRIMARY CHALLENGE WAS INCREASING VISIBILITY AMONG POTENTIAL DONORS AND ENGAGING WITH A BROADER AUDIENCE EFFICIENTLY