

Case Study: Multi Channel Approach



Outreach For Nazareth Orphanage (OFNO)

Campaign Analysis: 2024



TargetReach



TargetSocial



TargetMail



TargetWeb



IMPRESSIONS

We were able to deliver a grand total of **1,310,070** impressions.

Reference

1 icon = 50,000 impressions

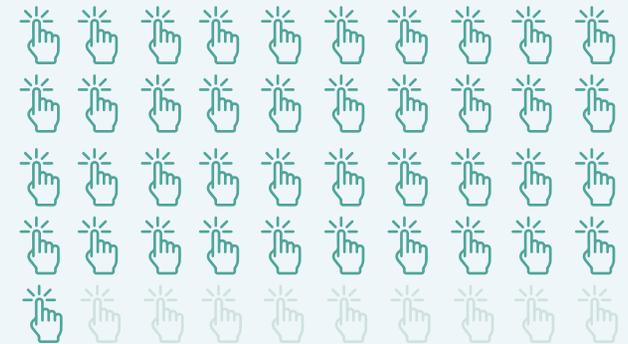


CLICKS

These resulted in **4,137** clicks from people interested in learning more.

Reference

1 icon = 100 clicks



ACTIONS TAKEN ON WEBSITE

We had **1,180** people who took action by triggering an event on the landing page



DONATIONS

Total Donations **\$18,252.36**
40% increase over prior year

