



Digital Advertising During EOY and a Global Pandemic

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Meet the Speakers



Anne Davis

Senior Advertising Specialist



Chris Earp

Director of Advertising

Agenda

1

User Behavior: Our Observations

2

Technology

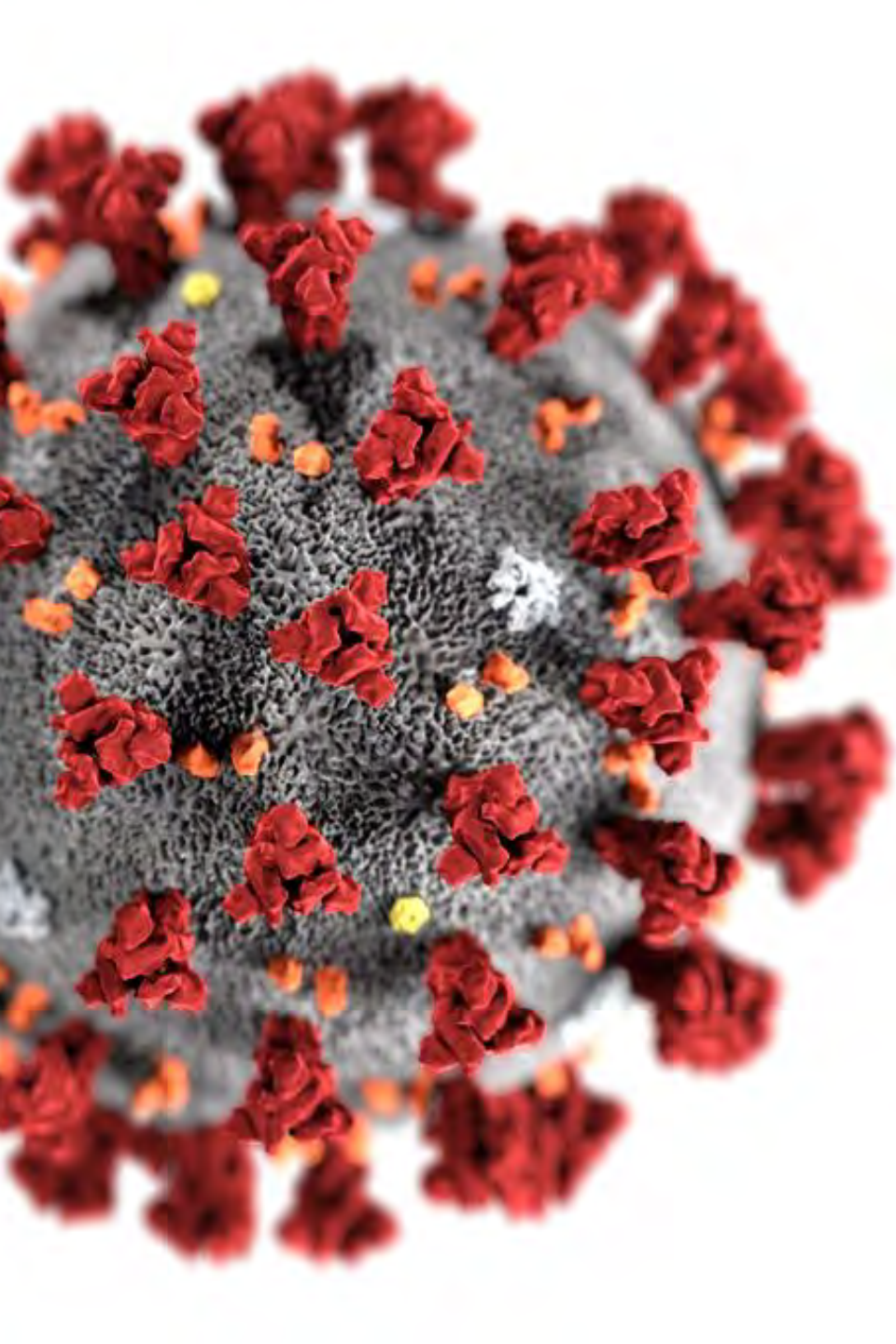
3

Ad Ops From Home

4

Pandemic Conditions & EOY





Impacts: Pandemic, Recession, Social Change.

- Less advertising from specific verticals means a general decrease in CPM & dCPM.
- 23% Increase in Chrome Global Browser Share
- 89% of Large Multinational Businesses paused ad campaigns in first several months of pandemic
- Connected TV/OTT Impressions Grow 69% Year over Year
- Imagery of Human Interaction declines 27% in ads
- Mobile reaches 51% share of Display impressions
- Facebook Use Increases 11%



User Behavior



USER BEHAVIOR

- More people at home = more people online
- People are turning their concerns into acts of care and are rapidly embracing new digital connections
- **Average CTR and total impressions has increased in search across nearly all industries**
- Facebook's average CPC in North America was cut in half (\$0.32 in March vs. \$0.64 in December), however is back to near-normal levels again
- On Facebook, more than \$65M has been raised for COVID-19 related efforts and more than 50% of those gifts were less than \$25.
- Thinking differently about messaging and creative to continue to capitalize on high-engagement, while still remaining sensitive



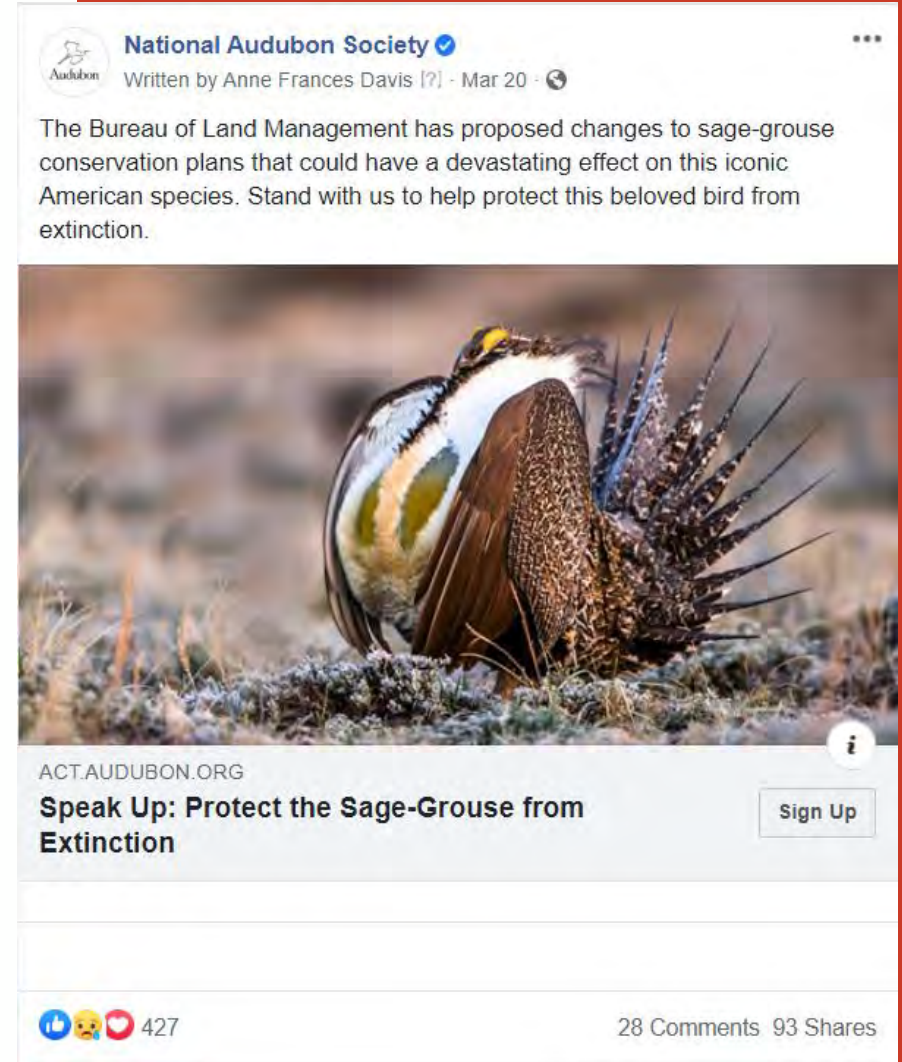
Lead Generation

- Use this time to grow your list
- For many of our clients, average CPL in Facebook decreased by 15-22% from January to mid-May
- Average CPM (cost per 1,000 impressions) decreased 20-40%
- Many lead gen campaigns were not negatively impacted by COVID-19 and remained consistent



Advocacy


- Our data shows that health or human rights verticals, along with those tied in some way to foot traffic were impacted most negatively by current environmental factors.
- **Your mission is still important, and users remain driven to support it**
- Advocacy/Lead Generation: Another way to engage members and acquire new supports with very little gateway to entry
- **Tactics to leverage advocacy actions:**
 - 1) retarget inactive members
 - 2) acquire new supporters using well-thought out targeting



A screenshot of a Facebook post from the National Audubon Society. The post is written by Anne Frances Davis and is dated March 20. The text of the post discusses proposed changes to sage-grouse conservation plans by the Bureau of Land Management and calls for support to protect the species from extinction. Below the text is a photograph of a sage-grouse in its natural habitat. At the bottom of the post, there is a call to action link to ACT.AUDUBON.ORG and a 'Sign Up' button. The post has 427 reactions (likes, loves, and shares) and 28 comments and 93 shares.

National Audubon Society ✓
Written by Anne Frances Davis [?] · Mar 20 · 🌐

The Bureau of Land Management has proposed changes to sage-grouse conservation plans that could have a devastating effect on this iconic American species. Stand with us to help protect this beloved bird from extinction.



ACT.AUDUBON.ORG
Speak Up: Protect the Sage-Grouse from Extinction [Sign Up](#)

👍🥰❤️ 427 28 Comments 93 Shares

Video Engagement

- YouTube use surged **15.3%** since COVID
- Users seeking helpful/uplifting content
- Willing to engage with new content, causes, hobbies
- **Relevance**
 - a. Contextual Relevance
 - b. Targeting Relevance
 - c. In-Brand Relevance
- **Prominence**
 - a. Brand Safety
 - b. Ad Placement & Content Exclusions
 - c. Creative Quality
 - d. Story Placements & Versatility of Video



Video Case Study: Engagement During COVID - Smaller Budgets

Commonwealth Fund: Informational Video about the ACA in the context of COVID.

Runtime: 8:40

YouTube Performance

Views at 100%: 4,423

Earned Views: 24

Earned Likes: 40

Budget: \$500

Facebook Performance

Views at 95-100%: 2,103

Views at 25%: 4,296

Budget: \$2,000

Cost per ThruPlay: \$0.02



**Fundraising:
If you don't ask, people won't give.**

—

New Donor Prospecting

- Continue to push in SEM, targeting branded and prospecting terms
- Continue investing in new donor acquisition, but expect a lower return on ad spend
- New donor recruitment will become more competitive if the economy continues to suffer
- **Average gift decreased by 23.7%**
- **Total gifts increased by 27%**
- Leverage Facebook ads to reach new audiences:
 - 1) CRM List Lookalike audiences
 - 2) Demographic/interest targeting



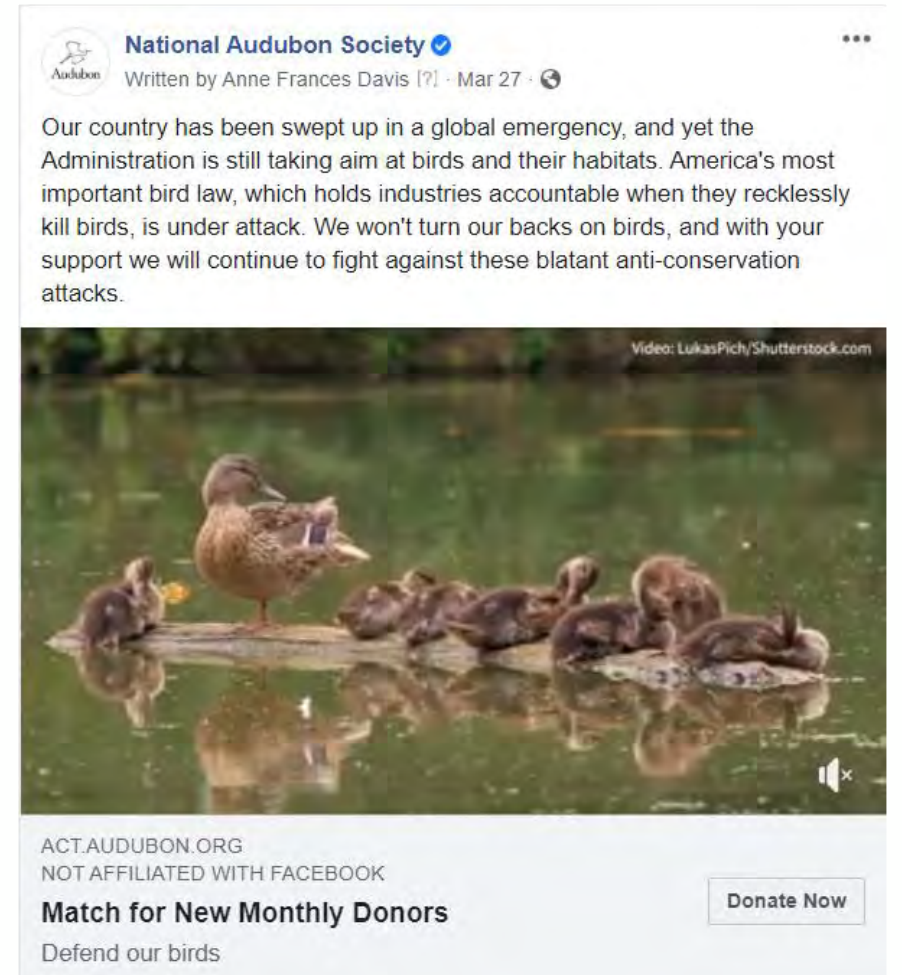
Case Study: National Audubon Society

Donor acquisition Facebook campaign focused on growing sustainer-base

- Adjusted copy to reference nation's challenges: "Our country has been swept up in a global emergency, yet.."

Results

- **180 new monthly donors** between March 1 and May 31 from Facebook advertising
- **Average CPA: \$88**
- **Average CPA including assisted conversions: \$16.42**



National Audubon Society ✓
Written by Anne Frances Davis [?] · Mar 27 · 🌐

Our country has been swept up in a global emergency, and yet the Administration is still taking aim at birds and their habitats. America's most important bird law, which holds industries accountable when they recklessly kill birds, is under attack. We won't turn our backs on birds, and with your support we will continue to fight against these blatant anti-conservation attacks.

Video: LukasPich/Shutterstock.com

ACT.AUDUBON.ORG
NOT AFFILIATED WITH FACEBOOK

Match for New Monthly Donors [Donate Now](#)

Defend our birds

Fundraising from Your Existing File

- Keep asking your existing supporters for gifts, but make sure the ask is relevant to your mission, and ask during the right times
- **Consider pausing ads during sensitive moments (i.e. Blackout Tuesday, Election Day)**
- Support email campaigns with CRM list retargeting in Facebook

Successful Audiences:

1. Recent Donors (last 12 months)
2. Lapsed Donors (12-24 months)
3. Donation Form Abandoners
4. Non-donors (users on your list who have never given)



The image shows a Facebook post from the Chesapeake Bay Foundation. At the top left is the organization's logo, a circular emblem with a rainbow and the text 'THE BAY'. To its right is the name 'Chesapeake Bay Foundation' with a verified account icon. Below this, it says 'Written by Beaconfire RED [?] · Apr 2 · 🌐'. The main text of the post reads: 'As we work together across the globe to overcome our current challenge, we continue to work in our backyard to overcome the challenges facing the Bay. We are living through some ever-changing times, but this year we hope to exceed the 10 million water-filtering oysters we planted last year with the support of our members. Every dollar you give can plant 100 oysters, and each adult oyster can filter up to 50 gallons of water a day. More oysters = cleaner water!'. Below the text is a photograph of several large oysters on a beach at sunset. The text 'Every \$1 plants 100 oysters!' is overlaid on the bottom left of the photo. On the right side of the photo, there is a vertical credit line: 'ROBERT DILLER'. At the bottom of the post, there is a light blue bar containing the URL 'SECURE.CBF.ORG', the text 'NOT AFFILIATED WITH FACEBOOK', the call to action 'Help Plant Oysters in the Bay', and the tagline 'It's up to us to save the Bay. Act now.' A 'Donate Now' button is located in the bottom right corner of this bar.

Chesapeake Bay Foundation

Written by Beaconfire RED [?] · Apr 2 · 🌐

As we work together across the globe to overcome our current challenge, we continue to work in our backyard to overcome the challenges facing the Bay. We are living through some ever-changing times, but this year we hope to exceed the 10 million water-filtering oysters we planted last year with the support of our members. Every dollar you give can plant 100 oysters, and each adult oyster can filter up to 50 gallons of water a day. More oysters = cleaner water!

Every \$1 plants
100 oysters!

SECURE.CBF.ORG
NOT AFFILIATED WITH FACEBOOK

Help Plant Oysters in the Bay
It's up to us to save the Bay. Act now.

Donate Now



Technology: Facebook



Facebook

Political Ads: A New Challenge

- Facebook announced on June 16 that they will allow users to turn off “all social issue, electoral or political ads from candidates, Super PACs or other organizations that have the “Paid for by” disclaimer” on both Facebook and Instagram
- **What this may mean for organizations:**
 - Lower visibility of issue ads (higher CPMs and smaller audiences)
 - Less trust in ads featuring “Paid for by” disclaimer
- **What do we do now?**
 - Wait to see how ads are impacted and how users leverage the new feature
 - Start thinking about potential new channels to reach your audience (diversify)

Cross-Account Reporting

- Easily generate reports across client accounts to review performance, report in bulk, generate case studies, generate baseline data, etc.
- View de-duplicated reach metrics to understand how many individuals your ads impact
- Create and save custom metrics
- Better understand the conversion path across channels and publishers





Reports > SD Ad Accounts Overview Report

6 Ad Accounts, 28-Day Click and 7-Day View, USD

All changes saved



Save



Columns

Ungroup Breakdowns

Search or add filter

Last updated
26 minutes ago

Jun 1, 2019 - Jun 30, 2019

Search columns



Breakdowns

Metrics

Custom Metrics

+ Create

 Custom ROAS Custom Engagement Custom Click Through

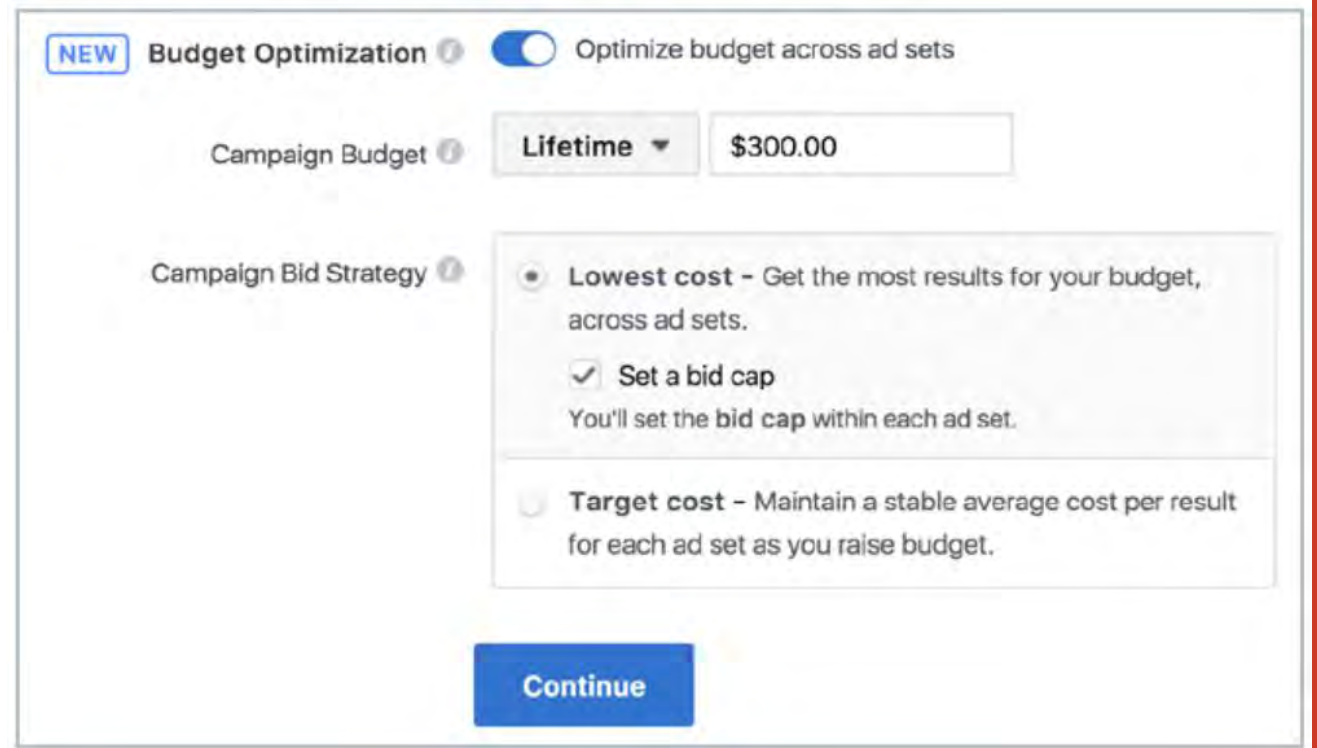
Performance

 Results Result Rate Reach Frequency Impressions Delivery Amount Spent Clicks (All) CPC (All) CTR (All)

Ad Account Name	Campaign Name	Reach	Custom Engagement	Frequency	Custom Er
SD_NE_2019	All	46,248	5,624	1.70	
	SD_OM_G_Awar_MA_2019_Q2	23,209	2,320	1.07	
	SD_OM_G_Cons_MA_2019_Q2	14,090	2,409	2.20	
	SD_OM_G_Conv_MA_2019_Q2	14,001	1,400	1.82	
SD_MA_2019	All	28,024	3,802	1.70	
	SD_OM_G_Awar_MA_2019_Q2	14,020	2,402	1.07	
	SD_OM_G_Cons_MA_2019_Q2	12,004	1,200	2.20	
	SD_OM_G_Conv_MA_2019_Q2	4,000	400	1.82	
SD_CA_2019	All	17,572	2,757	1.70	
	SD_OM_G_Awar_CA_2019_Q2	4,562	1,456	1.07	
	SD_OM_G_Cons_CA_2019_Q2	8,439	843	2.20	
	SD_OM_G_Conv_CA_2019_Q2	5,369	536	1.82	
SD_UK_2019	All	19,109	2,910	1.70	
	SD_OM_G_Awar_UK_2019_Q2	9,822	1,982	1.07	
	SD_OM_G_Cons_UK_2019_Q2	7,948	794	2.20	
	SD_OM_G_Conv_UK_2019_Q2	4,342	434	1.82	
SD_WS_2019	All	11,521	2,152	1.70	
Total Results 125 rows		180,420 People	24,581 Total	1.61 Per Person	

Budget Optimization Required

- Budgets no longer operate at the Ad Set level
- Facebook will now distribute your campaign budget across ad sets based on which “Campaign Budget Optimization” option is selected
- Intentionally testing CBO options will be important for your program if you haven’t done so already.



The screenshot shows the Facebook Campaign Budget Optimization settings. At the top, there is a 'NEW' badge and a toggle switch for 'Budget Optimization' which is turned on. Below this, the 'Campaign Budget' is set to 'Lifetime' with a value of '\$300.00'. The 'Campaign Bid Strategy' section has two options: 'Lowest cost' (selected) and 'Target cost'. The 'Lowest cost' option includes a checked checkbox for 'Set a bid cap' with the note 'You'll set the bid cap within each ad set.' The 'Target cost' option is unselected. A blue 'Continue' button is located at the bottom right of the settings panel.

NEW Budget Optimization Optimize budget across ad sets

Campaign Budget

Campaign Bid Strategy **Lowest cost** - Get the most results for your budget, across ad sets.

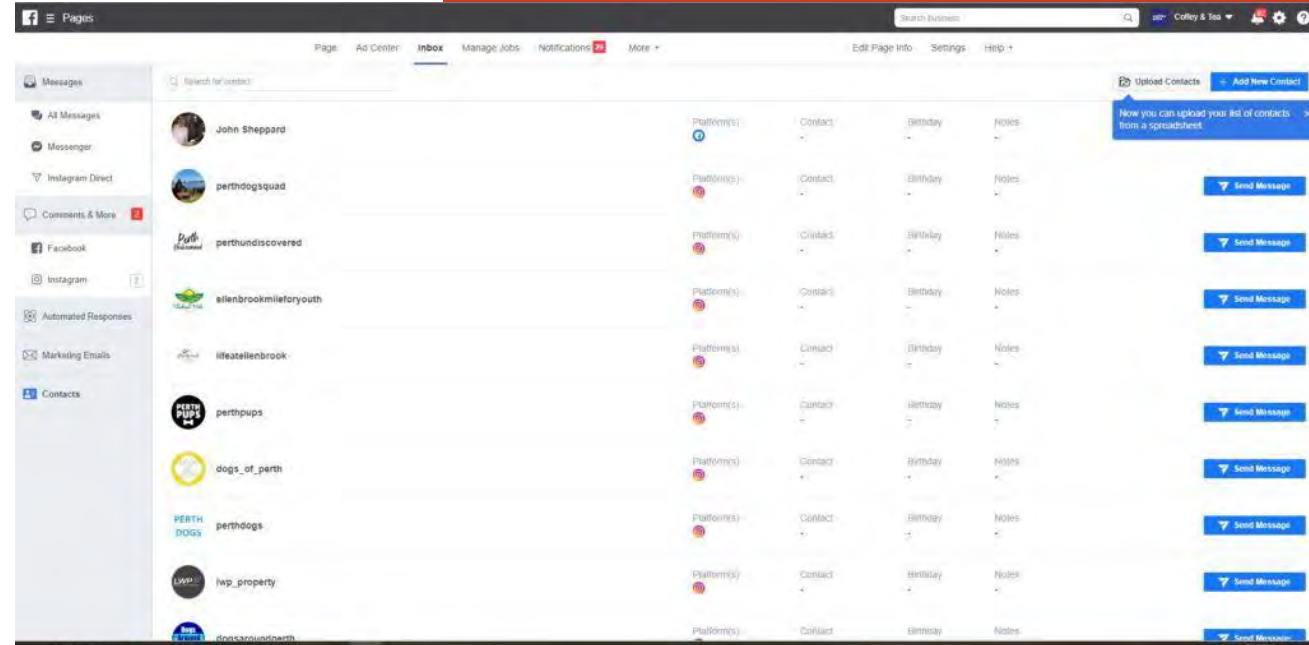
Set a bid cap
You'll set the bid cap within each ad set.

Target cost - Maintain a stable average cost per result for each ad set as you raise budget.

[Continue](#)

Facebook Testing Email Marketing Tools

- Facebook is beta-testing email marketing tools
- The tool would be capable of sending messages to an uploaded CRM list, but not lookalike/saved audiences.
- The emails would come from Facebook
- *"We're testing new email marketing tools with a small number of businesses to help them more efficiently notify their customers of changes to their services and operations. We're evaluating whether these tools are beneficial for people and businesses before deciding whether to expand it further."*






Ad Volume Limiting Delayed

- Facebook is planning to limit the number of ads that a given page can run at the same time, but this has been delayed until 2021
- **Plan ahead:** If you're a high-volume advertiser, start looking at the following tools to manage ad volume:
 - Facebook Ad Volume API
 - Learning Phase API

New Blueprint Courses

- Platform training is a great way to sharpen up your skills.
- Facebook offered up 15 new Blueprint courses including audience building & an introduction to Instagram advertising.
- Continue to expand your knowledge of all of Facebook's advertising tools and best practices



 Prepare to bring your business online Decide Who You Want to Reach > Map the Customer Journey > Set Marketing Goals > See more..	 Establish your presence Stay Connected to Customers Online > Bring Your Business Online With Instagram >	 Attract an audience Attract an Audience on Social Media >
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Technology: Google



Google

It just became easier to get a Grant

- You no longer need to create an account!
- Google will create the account for you, activate it, and give you access
- Google has published a great guide to the process in their Help Center
- If you're eligible, you should apply if you don't have one already:

Make sure your organization is eligible

- Your organization must be enrolled in Google for Nonprofits.
- Your organization must have a website that reflects your mission
- Your website must be secure with HTTPS
- Your website must comply with all Ad Grants [website policies](#)

Google Ad Grants



Updates Punch List

- You can now use **Maximize Conversions** and **Maximize Conversion Value** as portfolio bid strategies
- **Google Ads Editor** updated to include shared budgets, optimization score
- See how **change history** impacted ad performance
- All Google Ads campaigns are now delivered using Standard improved delivery, and options like Accelerated have been removed
- Google has made it easier to share remarketing lists across managed accounts

Identity Verification

- 1: Receive in-account notification/email
- 2: Find tax form with organization address & EIN/TIN
- 3: Nominate ad account administrator who is PART OF your organization
- 4: Fill out form
- 5: Possibility that you may need to verify yourself using your passport or ID with Google after Steps 1-4

The image shows a Google search interface for the query "winter coats". The search results page displays two advertisements. The first is from "Coat Depot, Inc" with the URL "https://www.coatdepot.com/". The second is from "Discounted Coats Now" with the URL "https://www.discountedcoats.com/". An "About the advertiser" popup is overlaid on the right side of the screen, showing details for "Coat Depot, Inc", including its location in the United States and a toggle switch for "Show ads from coatdepot.com". A "CLOSE" button is visible in the bottom right corner of the popup.

winter coats

All Images Maps Videos News More Settings Tools

About 2,910,000,000 results (0.63 seconds)

Ad · <https://www.coatdepot.com/>

Winter Coats | Men & Women

Get quality winter coats at affordable prices with free shipping.

Ad · <https://www.discountedcoats.com/>

Discounted Coats Now

Up to 70% off on winter coats! Shop now!

New Arrivals

Shop the latest styles and fashions today

Shop Sales

Discounts up to 60% off for men & women

About the advertiser

Name
Coat Depot, Inc

Location
United States

Learn about [Google advertiser identity verification](#)










Show ads from coatdepot.com

CLOSE






COVID-19 Resources

- Comprehensive guide to complying and succeeding with Google Ads during the pandemic
- Using Google Trends
- **Features and capabilities of each Google Product in addressing:**
 - Market Volatility
 - Changes in business practices
 - Changes in targeting
 - Adaptation to a changing economy
 - Vertical-specific challenges

Evaluating your campaigns

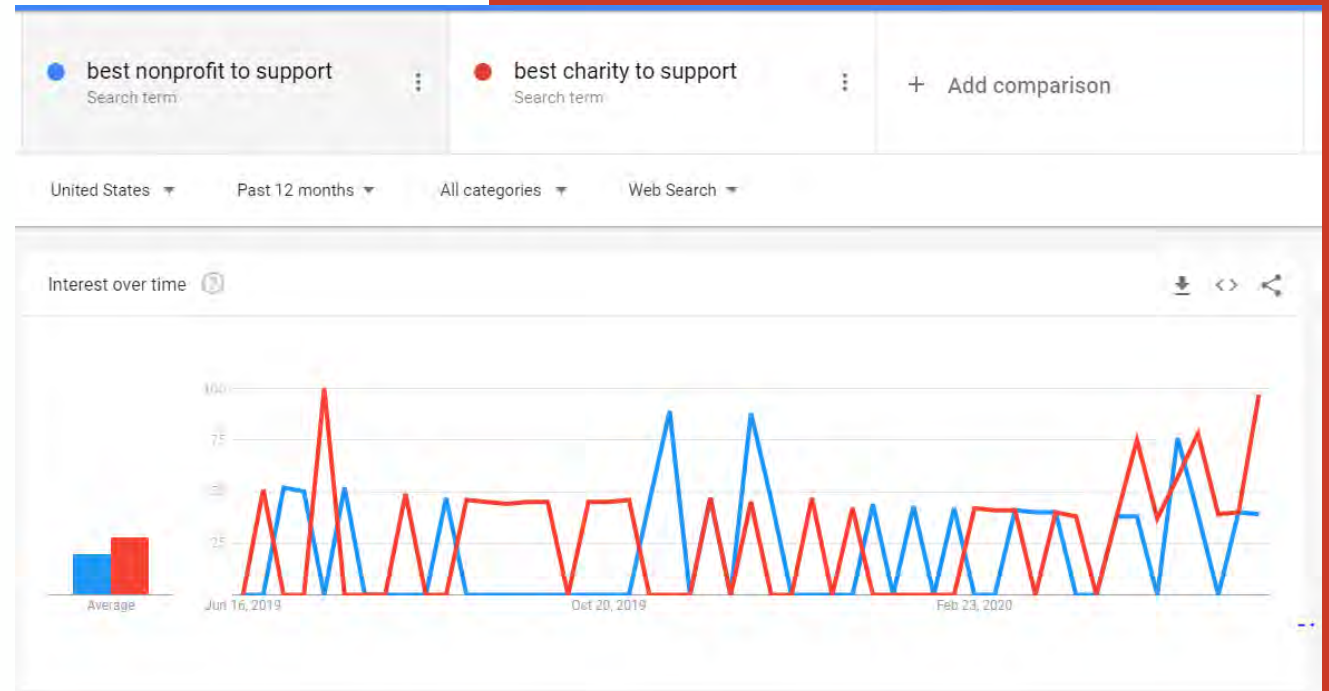
-  Search: [Full guide](#) | [Checklist](#)
-  Display: [Full guide](#) | [Checklist](#)
-  Discovery: [Full guide](#) | [Checklist](#)
-  Apps: [Checklist](#)
-  Video: [Checklist](#)
-  Search Ads 360: [Checklist](#)
-  Display & Video 360: [Checklist](#)
-  Measurement: [Checklist](#)
-  Local: [Checklist](#)

Adapting to industry trends

-  Retail: [Full guide](#) | [Checklist](#)
-  Mobile Gaming: [Checklist](#)
-  Hotel: [Checklist](#)
-  Food and Beverage: [Checklist](#)
-  Google Trends: [Checklist](#)

Using Google Trends

- Use the Trending Searches page to find which topics are hottest, and make use of the Coronavirus Search Trends tool for COVID-specific info
- The “interest over time” graph helps to show if a term’s popularity is growing or fading
- Use comparatives to understand your audience: click +Compare to add topics
- View local conditions: a heat map indicates geographical popularity of a given term



Managing Volatility

- Optimize budgets weekly
- Use **Performance Planner** to project budget impacts
- Check Budget Recommendations for top-performing campaigns to boost short-term ROI
- Shared budgets can help manage shifting demand across campaigns
- Adjusting Smart Bidding targets against big changes in conversion rate since automated bidding automatically responds to volatility with real-time bidding changes



Your business is experiencing new challenges

Are you experiencing supply and demand disruptions, as well as logistical disruptions?

[Find strategies to help](#)



Your business is reassessing priorities

Are you reassessing your approach and focusing on mitigating risk until you settle on next steps?

[Find strategies to help](#)



Your business is pivoting to adapt products & services

Are you quickly pivoting to create new offerings and reach your customers in new ways?

[Find strategies to help](#)



Your business is investing to meet increased demand

Are you focused on meeting increasing customer demand across product categories or markets?

[Find strategies to help](#)



Ad Ops From Home



Keeping Up While at Home



Re-Certify When the Tempo Slows

- Use Google's new Skillshop and Facebook Blueprint to keep your knowledge up to date
- Train tactically: which trainings make the most sense? What can you do in-house?
- Certification "musts" for basic ad work:
 - **Google Ads Search**
 - **Google Ads Display**
 - **Google Ads Video**
 - **Google Ads Measurement**
 - **Facebook Certified Digital Marketing Associate**
 - **Facebook Certified Marketing Science Professional**
 - **Facebook Certified Creative Professional**



Double Check Permissions, Roles, and Automation

- **Ensure you have positive control of who has access to each platform.** It's best to do this at the individual user account in order to track individual activity.
- **Own your own account:** if you have vendors, ideally they're operating in accounts that you own and have administrative control of.
- In a distributed environment, collaboration software helps: use it!
- **Consider increasing the amount of in-account automation you're using.** Create rules and document them in a shared environment so they're not forgotten.



Watch for more delivery support, and less tech support.

- Google has announced extra funding related to COVID-19 for relevant Google Grant holders
- They have also announced extra funding related to racial justice for relevant Google Grant holders
- Facebook announced support for community newsrooms
- Simultaneously, Google has closed call centers during the pandemic.
- Support responses have slowed, so be careful about any potential policy violations that could impact delivery.
- Internal Knowledge Sharing



Pandemic Conditions: Considerations for Nonprofits



How to react.

—
**Key considerations
for nonprofit
organizations:**

**Focus on
Sustainers**

Keep Asking
(especially existing
supporters)

**Pivot to
Lead
Generation**

**Social
Listening**



Stacking the File

- Lead Generation: if your lead to donor conversion rate is high, acquiring leads who are likely to get to first-gift could hedge the file against economic decline.
- New Donor Prospecting: recruiting new donors can be costly- but direct to donor recruitment is the holy grail with economic uncertainty in the future.
- Freezing: **don't**. Staying quiet at a time like this is sometimes appropriate for a brief period, but going radio-silent will hurt in the long term. Your mission still matters, especially to your supporters.



Facebook & Google vs. the World: 1st & 3rd Party Data

- Google and Facebook are the leaders in first party data targeting
- Third party data is a powerful tool that's harder to access

First Party Data

- Easier to Access & Deploy
- Large share of time spent online
- Social Sharing/Proof
- Search

Third Party Data

- Powerful & Accurate
- Interfaces with technologies like LiveRamp
- Some Technological Advantages
- Threatened by Walled Gardens

First-Party Data

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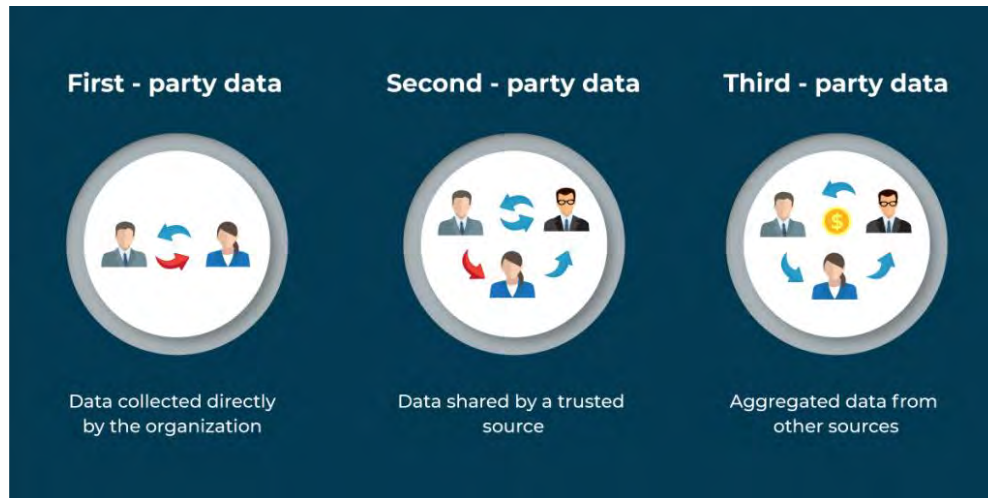
Owned
information

Collected
for free by
the platform

Included in
targeting
options

Can be
cheaper

Third-Party Data



Acquired /
purchased
information

Collected by an
entity not
directly
connected to
consumer

Lookalike
or
Purchased

Targetable
outside
walled
gardens

—
when advertising...

Use Video

Re-Engage

Adopt New
Features

Deepen
Loyalty



Re-project Upcoming Fiscal Year Revenue

- Use GDP to understand potential revenue impact on your organization: average range is 1.7%-2.3% of GDP
- Not all verticals will be impacted equally (i.e. food banks revenue may increase, while medical research may decrease) - if possible, review past recession impact
- **Present a range of possibilities when reprojecting (i.e. best-case scenario, most likely scenario, worst-case scenario)**
- **Read our blog for more information:** <https://beaconfire-red.com/insights/how-forecast-fundraising-revenue-during-coronavirus-covid-19-recession>



Planning for Year End During an Election Year

- Will the results of the election impact your organization, and its members?
- **Plan ahead:** Have multiple messaging arcs and strategy planned depending on:
 - Outcome of the election
 - COVID Resurgence
 - Market Crash
- Review your organization's 2016 election year results
- Giving Tuesday is in December
- **Start planning NOW**

Video Case Study: Supporting EOY Fundraising with Video

Investment: \$40,000

Platform: OTT & Programmatic Video

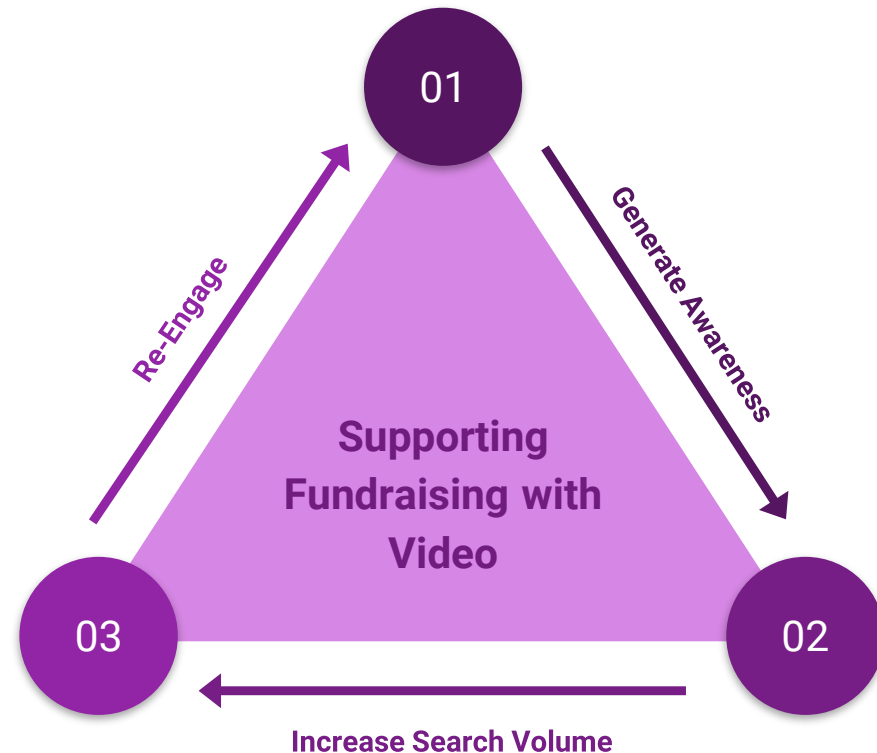
Creative: 4-way Test (30 sec & 60 sec)

Timing: 1 Month

Impact: Search volume scores increased from a **28** to a **47**. The maximum possible score is **100**.

Delivery: The buy drove 1,831,137 impressions, **70%** of which (1,281,760) completed the video view. 2,211 of these users chose to click to the landing page

Search Revenue: Increased search volume for the brand by **21.36% on Google**, and **65.69% on Bing**. During December, this caused a 107% increase in branded search revenue. To date, this increase has generated over \$60,000.



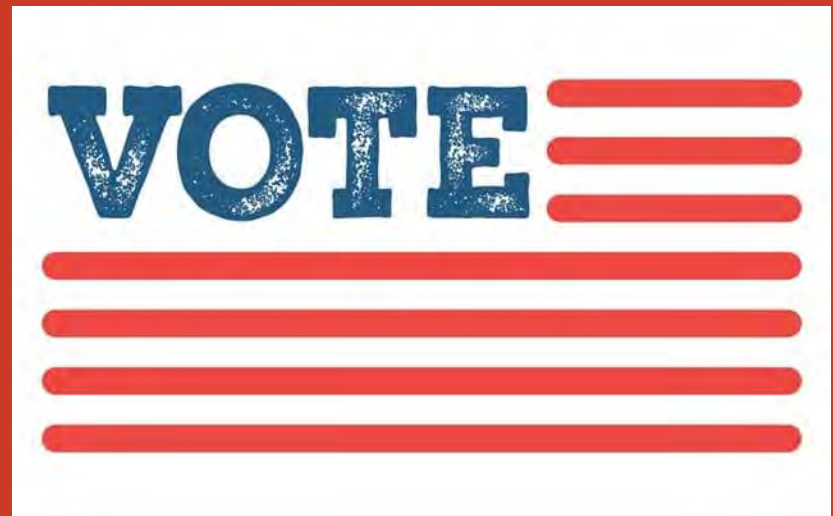
—
END OF YEAR

No New Political Ads 7 Days Ahead of Election Day

Facebook recently announced that they won't be allowing advertisers to introduce new political or social issue ads between October 28-November 3

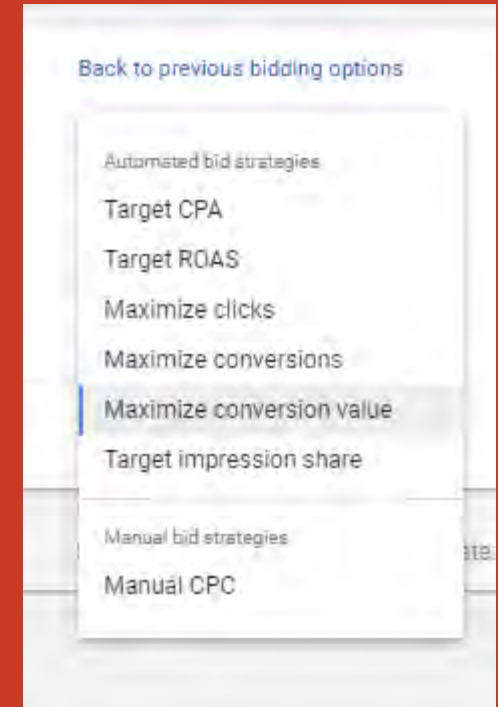
- **Plan Ahead:** make sure ads are in market before this period
- **Postpone** November campaigns to begin November 4

Any ads requiring the disclaimer that are already in market prior to October 28 will continue to serve, but no additional ads will be approved during this time..



SEM Bid Strategies & Ad Formats

- **Automated Bidding:**
 - Conversion Volume: the more data, the better.
 - Learning Phase: the more time to adjust, the better.
 - Maximize Conversions: more transactions
 - Maximize Conversion Value: more revenue
 - Target CPA: fixed cost per donation/acquisition
- **Ad Formats:**
 - Responsive Search Ads
 - Expanded Text Ads



Cross-Channel Strategy: Integrate Now

- Use the same or similar communication tools and messaging across channels (i.e. Direct Mail, Email, Display, Search, Organic Social) to reinforce each other
- Create a **shared calendar** with key dates and campaigns to be used across all channels and teams
- Look at historical EOY performance and use those learnings, adjusting to consider this year's additional conditions (pandemic, election)
- **Start this conversation early** - be prepared ahead of November 1 with general plan, and adjust messaging if needed depending on outcome of election or other outside factors





QUESTIONS?

