

# CASE STUDY



care network

## Affiliate Marketing and Fundraising

*“Testing online with a cost effective, low risk performance based marketing strategy”*

### Background

Oxfam uses a range of fundraising strategies including cash gifts and regular giving asks, retail through fair trade (Oxfam Shop) and virtual charity gifts (Oxfam Unwrapped). Traditionally their tactics have included Retail Stores, Direct Marketing, Telemarketing and Face-to-Face. This tactic tested online acquisition via an Affiliate network, using a performance approach and paying on a Cost Per Donation to deliver low cost acquisition.

Care Network Australia was engaged for client relationship, project management, developing creative adaptation, implementing the Display Media activity, Reporting on campaign performance and management of Affiliates. Care Network Australia's Partners included dgmAustralia and Venturian Media to fulfill the objectives of the client, "low cost performance based acquisition".

### The Affiliate Channel

Over 750 Affiliate websites are active publishers within Affiliate network. Of these some 120 websites had expressed interest in working with NGOs. The websites are built to drive acquisition for advertisers - predominantly targeting travel, finance and retail. The sites work according to a Cost Per Acquisition (CPA) model and are paid on performance, only when donation is recorded and validated through dgmPro tracking software. The action paid for can range from a lead, a sale to a one off donation or long term monthly donor. For Online Shopping portals such as Oxfam Unwrapped, affiliates are paid a percentage of the total value of a shopping cart. This approach reduces the risk to NGOs who do not have to pay for media upfront, normally paid by Cost Per Thousand (CPM) page impressions.



*Sales peaked during the Christmas period and the campaign test produced an ROI of 3.1.*

### Creative and Execution

Two sets of creative were tested in the channel – the first was a “cash gift ask” for the “Mid-Year-Appeal” and the second was for charity gifts for “Oxfam Unwrapped”. Both creative tests used five banner sizes with text links and custom copy.

The banner media was simple and contained three frames with a strong call-to-action, “Help People Living in Poverty – Donate Now” (Oxfam) and “Save the World from Unwanted Gifts” (Oxfam Unwrapped).

Both Oxfam and Oxfam Unwrapped logos were on every frame of banner media to ensure the brand was present to increase click-throughs rates (CTR).



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*Banner Click Through Rates (CTR) can be as high as 6.4% compared to the industry standard of 0.02%.*

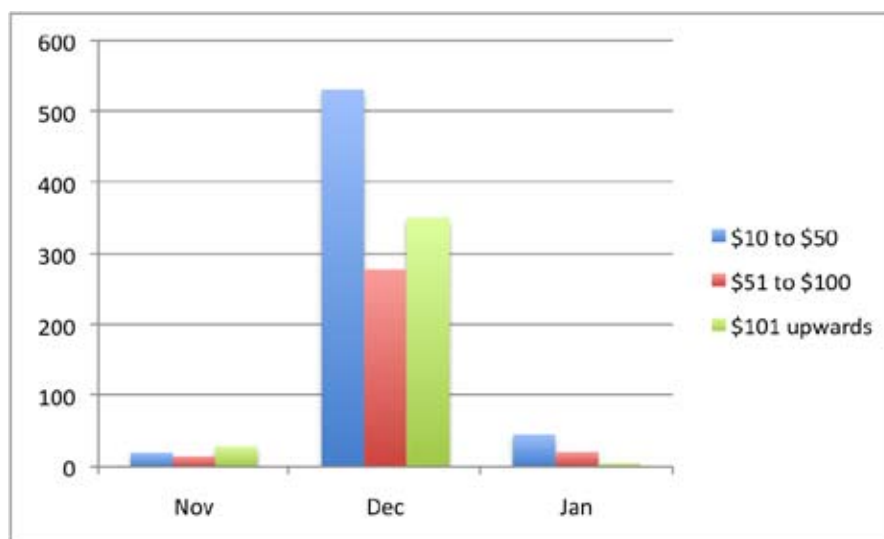
*Also Paid on Performance reduces the risk of campaigns costs as media is not paid for upfront - only on delivery.*

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## Results

- The campaign was extremely successful with a Return on Investment (ROI) of 3.1 against the target of 2.8
- A total of 21 Affiliates signed up to the campaign with approximately 60 websites
- 483,939 banner impressions were served during November and December
- There was a total of 30,636 clicks-throughs with a CTR of 6.4% - much higher than the industry standard of 0.02%
- Christmas was the most significant period with 1,210 sales occurring during November and December and an onsite conversion rate of 3.95%



*Sales volumes and groupings for Oxfam Unwrapped*

## Recommendations

- Allow sufficient lead times to set up the channel: We recommend eight weeks to develop and execute campaign creative and another eight weeks to maximize Affiliates - which may include recruitment
- Encourage Affiliates to customize or build content specific pages as this performs better
- Look at your offer: being an acquisition channel Affiliate Marketing is ideal for Charity Gifts or eRetail style offers
- Fundraising cycles are consistent with other channels – for example there is value running similar campaigns for Mothers Day and Christmas which are busy periods across all channels
- Allow your best performing Affiliate to bid on Brand Keywords as part of their search campaign. This ensures you have share of voice when your search creative isn't present, for example when your budgets run out.
- Use a qualified Search Affiliate to test paid search for you – this is a cost effective way to manage and optimize your search campaigns as they pay for the privilege