

ISSUE & CAUSES CASE STUDY: PRO BONO FUNDRAISING

OBJECTIVES

Drive tune-in for a TV fundraising special

STRATEGY

Campaign was pro-bono, so strategy was limited. GumGum aimed to reach the broadest audience possible.

RESULTS

By integrating GumGum into its digital advertising strategy, the organization was able to achieve:

CLIENTS INCLUDE:



64.4%

Viewability

1.46x higher than the industry benchmark of 44%



0.46%

CTR

7.6x higher than industry benchmark of 0.06%



6.3%

Engagement

2.18x higher than industry benchmark of 2.9%