

GOAL

Bottomless Closet is a non-profit focused on being the connection that inspires and guides disadvantaged New York City women to enter the workforce and achieve success by providing access to business attire, career coaching and workshops. The organization sought to **increase overall giving, retain and upgrade existing donors, re-capture lapsed donors, and (increase brand awareness) to cultivate new donors.**

SOLUTION

PERSONALIZED PRINT + Mail ³⁶⁰



Print

• PRINT personalization

- ▶ Relevant messaging differentiated by previous contribution, passion, or relationship with Bottomless Closet



Mail ³⁶⁰

A robust digital platform that coordinates seamlessly with direct mail to increase campaign exposure

• Lead Match

- ▶ Allows you to capture who came to your website whether they were on your mail list or not.

• Campaign Accelerator / On-line Follow-up

- ▶ Campaign Accelerator geographically targets people in the same geographic location as the mailing list and overlays it with top key words and key phrases driving traffic to your website to ensure threshold is reached and online follow-up (cookies) kicks in, also drives relevant traffic to help you acquire more donors through your website.

• Social Media Follow-Up

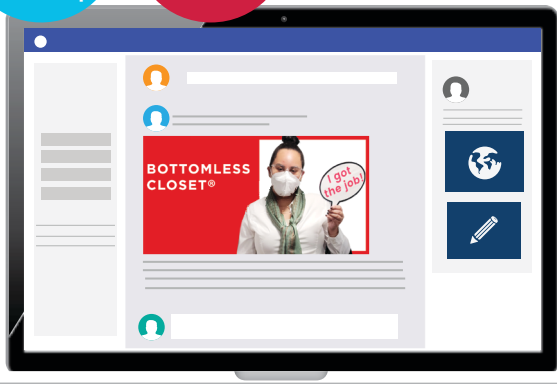
- ▶ Website visitors with Facebook & Instagram accounts will see your ads on their newsfeeds while scrolling through their accounts directing them back to your website.

• SocialMatch

- ▶ We match your mailing list records to their Facebook and Instagram user accounts. Your targeted market will not only receive the mailing but will be delivered the SAME message on their social feeds.



Mail ³⁶⁰



DETAILED TRACKING IN REAL TIME

Mail ³⁶⁰ Dashboard

Powered by Think Patented

Client
**Bottomless
Closet**

Job
**203355
Donor
Appeal
November
2021**

Period
All Dates

Total Quantity
Mailed
0

Most Recent
Mailing

Number of
Mailings
0



Total Ad Displays
65,860



Engagements
213



Total Visitors
1,700



Total Leads
1,169



Total Matches
0

Summary

SocialMatch



1,982
Ad Displays

Online Follow-Up



37,601
Ad Displays

Social Media Follow-Up



2,226
Ad Displays

LEADMatch



1,169
Leads



0
Matches

RESULTS

18% increase in total gifts/donor participation/engagement

11.5% increase in gifts (404 up to 450)

1,169 total leads identified

179 website click throughs (out of total X helpful to include?)

1.3% click through rate from social media

65,847 views by potential donors

Amplify your message with a multi-channel campaign
to experience better results. Contact us for a customized quote: