



# CASE STUDY:

National Political Party Committee

From May 2015 through February of 2016, AdVictory assisted a national political party committee with building their internal email lists through Facebook acquisition ads.



## CAMPAIGN OVERVIEW

Over ten months, AdVictory brought in over 840,000 new acquisitions for the committee's list while averaging a rate of \$0.29 per acquisition. Due to the high quality of the audiences, we were able to generate a conversion rate of 60.7% for past donors and a rate of 51.4% for likely donors.



## ACQUISITION BREAKDOWN

24.5%

**205.9K**  
past donor  
acquisitions

75.5%

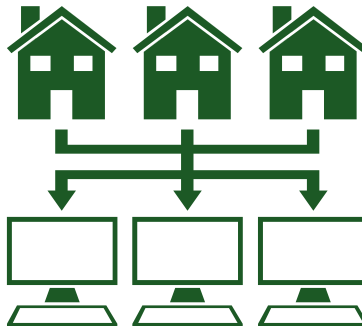
**634.4K**  
likely donor  
acquisitions

## [ DONOR AUDIENCES ]



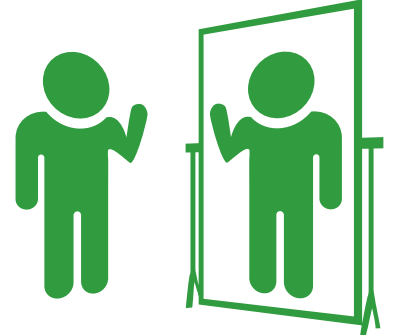
Working with Conservative Connector, an industry-leading provider of right-leaning audience data, we targeted multiple universes of **users with a history of political donations**.

## [ OFFLINE AUDIENCES ]



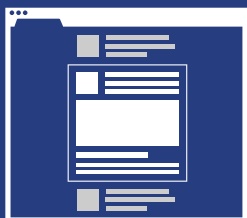
We also utilized the national committee's list of users who had donated via mail or phone and used that information to identify the **online profiles corresponding to offline data**.

## [ DONOR LOOKALIKES ]



Finally, we created new targeting groups from both of the original audiences composed of **users with a high degree of similarity** to each set of donors.

**HOW IT  
ALL FIT  
TOGETHER**



Campaign  
Acquisitions:  
**840K**

Total Clicks:  
**1.6M**

Conversion Rate:  
**53.4%**

Overall CPA:  
**\$0.29**

Past Donor CPA:  
**\$0.73**

Likely Donor CPA:  
**\$0.15**