

HABITAT FOR HUMANITY OF KANSAS CITY AND NEXTPAGE ACHIEVE 270% LIFT

In 2022, yielding their highest ROI to date, Habitat KC partnered with NextPage to create a winning strategy for their end-of-year appeal campaign. A review of the A/B testing results concluded that most of the donations came from the cookieless IP Targeted audience resulting in a 270% lift compared to the control group.



THE CHALLENGE

Increase Donations, Maximize CTR

Habitat KC wanted to increase their donations over the 2021 benchmark end-of-year appeal campaign. In addition, they sought better understanding why the high click-through rate experienced with direct mail and cookieless IP Targeting ads did not yield more conversions.



THE SOLUTION

Implement Strategic Changes

In collaboration with the NextPage team, a deeper dive into why the CTR to conversion rate was low, a strategic deployment of a comprehensive campaign leveraging direct mail, cookieless IP Targeting, and a shape-cut outer envelope enhanced the campaign's overall engagement and outcome. Other strategic changes that aided the increased conversions included:

- Optimization of the landing page to improve donor experience.
- Relocation of the donation button to top of page.
- Shape-cut envelope used to increase awareness.



In Their Own Words

*"As an established non-profit, we wanted to elevate our end-of-year direct mail giving campaign. NextPage suggested adding cookieless IP Targeting to maximize ROI and reinforce our messaging. **We were thrilled to see a 270% lift!**"*

-Melissa Jones

VP of Development, Habitat for Humanity of Kansas City



THE RETURN

270% Lift in Conversions

- Doubled the CTR conversion rate of direct mail alone.
- Addition of IP Targeting to direct mail - more than tripled the conversion rate.
- Highest grossing appeal campaign to date.
- Valuable insights gleaned into donor behavior for future campaigns.



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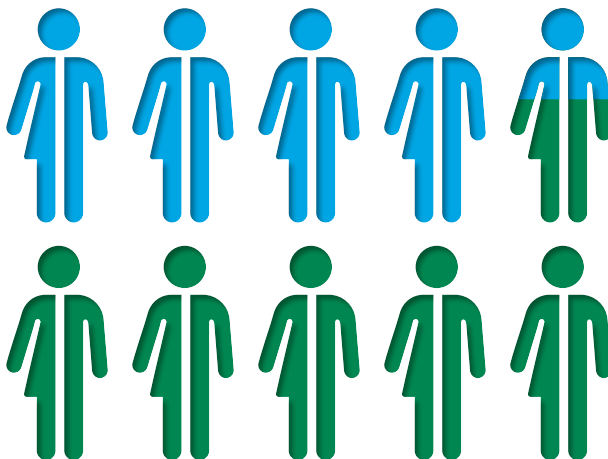
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10,337 TOTAL RECIPIENTS



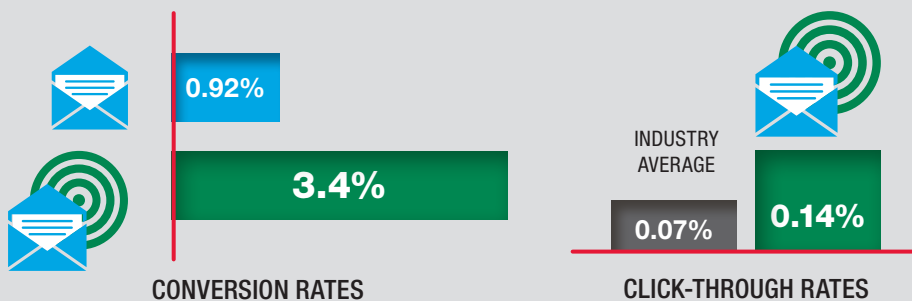
Received **only** the direct mail piece.

44%



Received the direct mail piece **and** IP Targeting.

56%



**270%
Lift**

Lift: Increase in the likelihood to convert by including cookieless IP Targeting.

$$\text{LIFT} = \frac{\text{Test Group} - \text{Control Group}}{\text{Control Group}} \times 100$$

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For more information about our innovative solutions:

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We are creators of smart, efficient, one-to-one, brand-to-human experiences.

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