



# NON-PROFIT CASE STUDY

- Client: JFSA Social Services Agency
- Challenge: Reaching rural Nevadans to promote their services to seniors, individuals w/disabilities, veterans
- Solution: Paid PSA campaign, Digital Display ads, and email campaigns with retargeting ads to create awareness about their services, increase client intake, and driving traffic to their self-assessment form to pre-determine eligibility for services. These campaigns generated impressive activity within weeks of launching.

1<sup>st</sup> email deployment: 11/30/23



## Campaign

JFSA

## Timeline

Dec 2023

Deployed 11/30/23

## Tactic

Targeted Email

## PERFORMANCE

## Insights

- Audience Count: 28,776
- Adults with Hearing Difficulties and Physical Handicap in Clark, Lincoln, Esmeralda, and Nye Counties
- Email views: 4,577  
15.91% open rate (guarantee 10%)
- Email clicks: 818  
2.84% CTR  
Click through to:  
<https://www.nevadacareconnect.org/assess-my-needs/>

Campaign Summary			
Name: Jewish Family Service Agency (70264)			
From/Brand: NVCC_JFSA			
Headline: Need Deaf and Hard of Hearing Resources?			
Broadcast Date: 11/30/2023			
Audience: 28,776		ID: 1946235	
Views: 4,577		Clicks: 818	
View %: 15.91%		Click %: 2.84%	

Clicks by Device		
	Desktop	
	33.99%	278
	Mobile	
	66.01%	540



## CLICKS BY WEB BROWSER



447  
Chrome



49  
Edge



26  
Firefox



248  
Safari



48  
Other



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# NON-PROFIT CASE STUDY

2<sup>nd</sup> email deployment: 12/26/23



## Campaign

JFSA

## Timeline

Dec 2023  
Deployed 12/26/23

## Tactic

Targeted Email

<https://www.nevadacareconnection.org/assess-my-needs/>

## PERFORMANCE



Audience Count: 28,779



Adults with Hearing Difficulties and Physical Handicap in Clark, Lincoln, Esmeralda, and Nye Counties

Email views: 5,011  
17.41% open rate  
(guarantee 10%)

Email clicks: 871  
3.03% CTR  
(guarantee 2%)  
Click through to:  
<https://www.nevadacareconnection.org/assess-my-needs/>

Campaign Summary			
Name: Jewish Family Service Agency (70264) #2			
From/Brand: NVCC_JFSA			
Headline: Need Deaf and Hard of Hearing Resources?			
Broadcast Date: 12/26/2023			
Audience: 28,779		ID: 1963618	
Views: 5,011		Clicks: 871	
View %: 17.41%		Click %: 3.03%	

### Clicks by Device

	<b>Desktop</b>	
	36.51%	318
<hr/>		
	<b>Mobile</b>	
	63.49%	553



### CLICKS BY WEB BROWSER

	475 Chrome		52 Edge		36 Firefox		252 Safari		56 Other
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# NON-PROFIT CASE STUDY

Targeted Display Ads: 12/05 – 12/31 2023



## PERFORMANCE



### Tactic

Targeted Display

### Flight Dates

December 5-31, 2023

### Geo

Clark, Lincoln,  
Esmeralda, and Nye  
Counties

#### IMPRESSIONS

256,798

56,798 bonus imps

#### CLICKS

329

#### CTR

0.13%

Animated  
Creative Link



### Targeting:

- Behavioral - Low Income/Food Stamps/SNAP Program/Government Assistance/Hearing Aid/Loss
- Contextual - Social Services/Govt Assistance/Disability keywords, Mental Health keywords
- Medical Data - Disabled, Mental Health suffering individuals
- Site Retargeting - pixel was not placed

### Performance Metrics:

- 72% Behavioral, 17% Medical, 11% Contextual
- 58% imps delivered on mobile, 29% Tablet, 13% PC
- 300x600 ad unit received the highest engagement with a 0.27% CTR



# NON-PROFIT CASE STUDY

Email Retargeting Banner Ads: 12/01 – 12/06 2023



**MoM Comparison**  
11/30 & 12/26 Email

## PERFORMANCE



### Campaign Summary

Name: Jewish Family Service Agency (70264)

From/Brand:	NVCC_JFSA		
Headline:	Need Deaf and Hard of Hearing Resources?		
Broadcast Date:	11/30/2023		
Audience:	28,776	ID:	1946235
Views:	4,577	Clicks:	818
View %:	15.91%	Click %:	2.84%

☐ Retargeting banner ads 12/1-12/6  
Impressions 17,247 – 247 bonusimps  
Clicks 21  
CTR 0.12%

☐ Retargeting ad performance by  
impression share

300x250	59.57%
320x50	28.89%
728x90	8.29%
300x600	3.25%

### Campaign Summary

Name: Jewish Family Service Agency (70264) #2

From/Brand:	NVCC_JFSA		
Headline:	Need Deaf and Hard of Hearing Resources?		
Broadcast Date:	12/26/2023		
Audience:	28,779	ID:	1963618
Views:	5,011	Clicks:	871
View %:	17.41%	Click %:	3.03%

☐ Retargeting banner ads metrics  
available 1/9/24



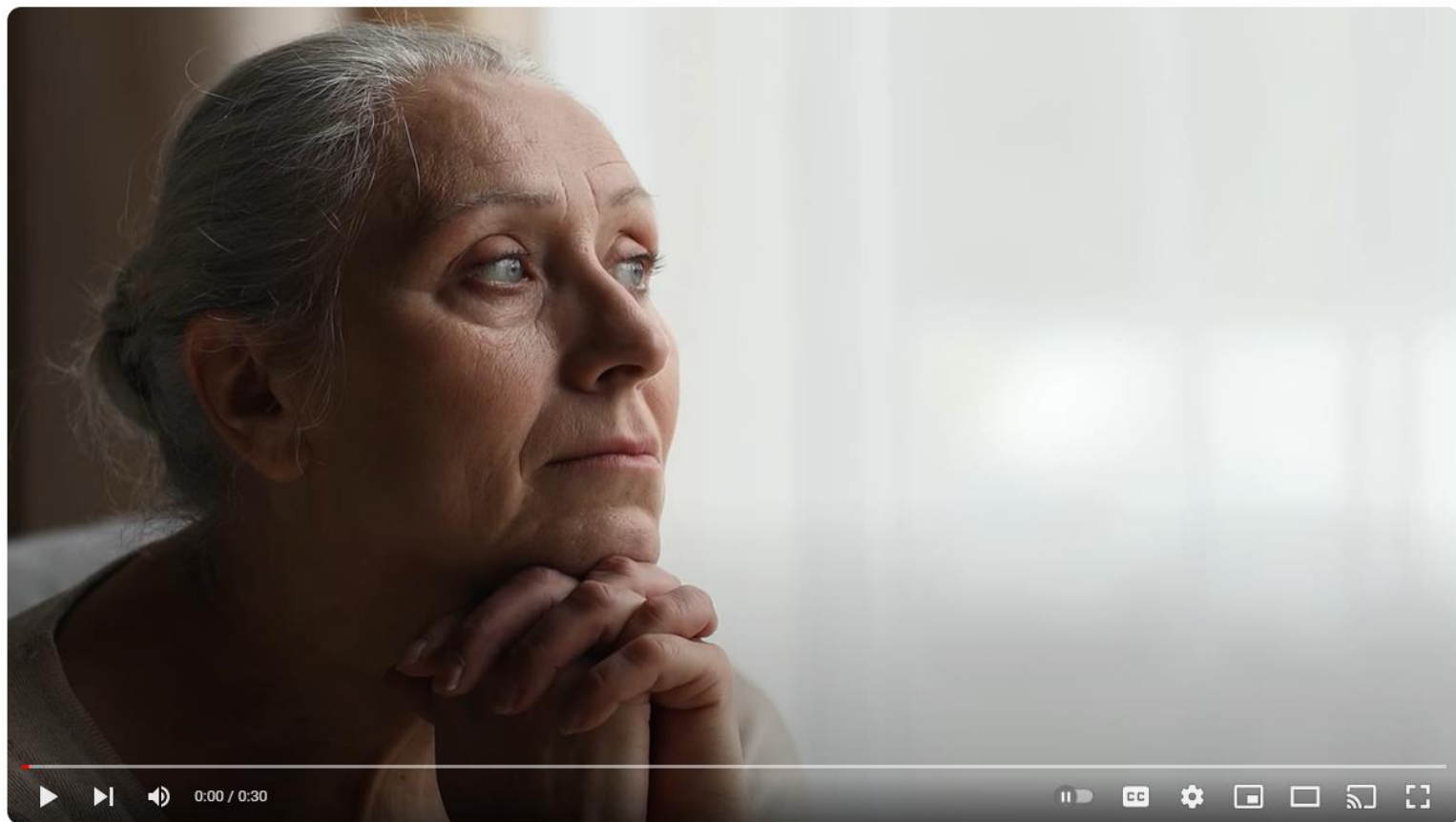
## NON-PROFIT CASE STUDY

Paid PSA: 2-month campaign / 45 spots

Reach: 74% of Las Vegas adults age 55+ an average of 4.5 times to promote services for seniors, individuals with disabilities, and veterans

Impressions: 729,200

View PSA and Media Coverage Here: <https://www.youtube.com/@JFSALVORG>



Help for Seniors, Veterans, Deaf & Hard of Hearing Individuals and those with Disabilities