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The Children's Society

SUMMER ENGAGEMENT

Since 1919 The Children's Society have been providing support and resources for disadvantaged children across the UK. The summer holidays are a key outreach period.

Introducing Unplugged
Driving UK parents to a dedicated microsite promoting low cost family activities.

As well as generating awareness, the secondary goal was to drive prospect leads for future donations where 50% include a telephone number.

Using Facebook Audience Targeting, Domain and Page Post Ads were served to women aged 20+ with children between 4 and 12 years old (reaching 96,000).

Optimising against 288 different ad variants to drive the lowest Cost Per Lead. Using Targeted Overlays to reach mothers with a form fill MPU. The form fill requested name, email and telephone number to capture details before they accessed the microsite.

The hard work paid off...



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DISPLAY RESULTS //

6.8 million Ad Impressions across ComScore top 250 sites.

Average CTR of 0.09%

Average click to lead of 89%

FACEBOOK RESULTS //

28% of the target audience on Facebook (27,259) interacted with the campaign. Average click to lead of 11%

13,388 Actions

Increased Fan base by 27%



RESULTS //



12m ad views



19.5k engagements



We surpassed the lead goal by **31%**



As added value, **14%** of the target audience either liked their Facebook page or commented and shared page post content.

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