

CLIENT: CRISIS

CASE STUDY TYPE: FACEBOOK AND PROGRAMMATIC

DATE: 14/05/19



## THE CLIENT

Crisis is a UK national charity for homeless people, aiming to end homelessness for good. The charity helps people directly out of homelessness through education, employment, housing and well-being centres.

The iconic 'Crisis at Christmas' campaign has run since 1972 helping Crisis provide warm meals, shelter, support and companionship, with the aim of helping homeless people take their first steps out of homelessness.

138%

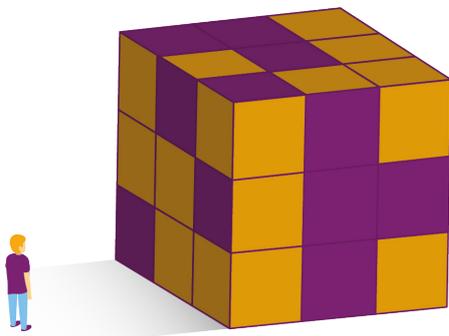
increase in donation revenue after costs

66%

increase in ROI 2017 vs 2018

94%

increase in donations 2017 vs 2018



## THE PROBLEM

Christmas is a key fundraising time for many charities. And while Crisis' campaign is well known, its digital campaign needed to cut through a crowded period in fundraising.

Homelessness is not going to go away, and it was important that this campaign made a big impact reaching a wider audience to provide the necessary funds to help people out of homelessness.

## THE SOLUTION

upriseUP implemented a campaign with a strong social element. Using **Facebook**, we focused on highly targeted audiences based on key supporter profile data.

We utilised a test and learn approach, constantly fine-tuning audiences and analysing the data to optimise performance. This resulted in large numbers of people sharing our ads and spreading the 'giving' message.

For our **Programmatic** activity we selected a transparent Demand Supply Platform (DSP) enabling us to help direct optimisation of the advertising activity.



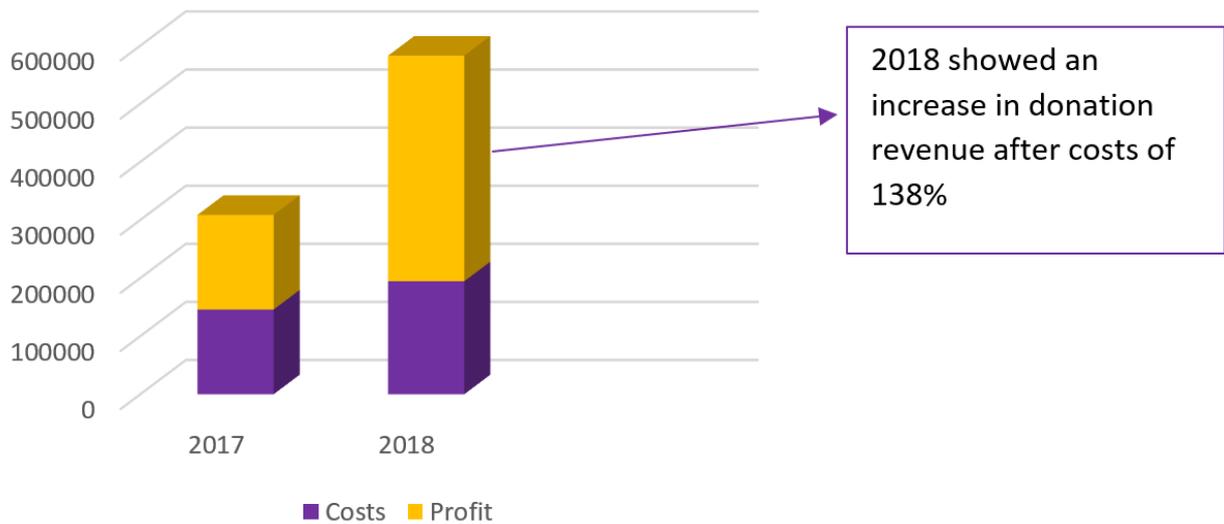
# RESULTS IN DETAIL

The campaign was a huge success.

In 2017 the cost per acquisition (CPA) was £27 and a new target CPA was set for 2018. The overall CPA achieved was £18.

Facebook's CPA target for 2018 of £21 and we achieved a CPA of £9

## INCREASE IN PROFIT 2017 vs 2018



With a similar spend on the campaign 2017 vs 2018, we saw a significant increase in donation revenue – more than **doubling** the profit (donation revenue after costs).

**upriseUP,**  
21 Chiltern House,  
Waterside, Chesham,  
Buckinghamshire, HP5 1PS

01494 778664  
hello@upriseup.co.uk

[www.upriseup.co.uk](http://www.upriseup.co.uk)

