



Heifer Donations Help Pass on the Gift

Heifer International does so much more than put food in the mouths of hungry people. Heifer helps people feed themselves. The goal of every Heifer project is sustainability – project partners achieving self-reliance. And year after year, as partner families “pass on the gift” of knowledge and one or more of their animals’ offspring to others in need, they become links in a network of hope, dignity and self-reliance that helps hundreds of others care for themselves.

Challenge

With already favorable organic search engine listings and rankings, Heifer International sought to best utilize their pay-per-click advertising without overextending their pay-per-click budget. The challenge was to not only increase online donations, but also track and validate the pay-per-click portion of the overall marketing program.

Solution

After performing an in-depth analysis of Heifer International’s target audience and their search behaviors, 90Octane developed three unique pay-per-click categories to communicate aptly with each audience. To efficiently utilize Heifer’s budget 90Octane employed a sophisticated custom budgeting and bidding strategy based on non-profit donation trends, seasonality and competitor’s activity. Employing established in-house tracking technology 90Octane continuously optimized keywords and creative to maintain the most successful mix of donation-generating advertisements.

Results

Within two months 90Octane assisted Heifer in generating an increase in click-through rates of 563% and decrease in cost-per-click of 65%. To date, Heifer International’s pay-per-click program continues to generate exceptional results.

For more information, please contact info@90octane.com



"90Octane's recommendations and their follow up implementation made a substantial difference in performance. We saw more click-throughs and most importantly more donations. On top of that, it all happened at a much lower cost-per-click and cost per donated dollar."

**Dave Patterson
Director of New Media**