



Driving Kiwi Kids sponsors on a shoestring budget

Challenge:

At a time when cost of living is in crisis, create a successful digital formula for Variety NZ to acquire quality leads that can be converted to real sponsors for Kiwi Kids. Variety have over 2,200 kids on their wait list. Acquire wanted to use their own funds to test, learn and verify a Cost per Acquisition (CPA) formula that Variety could scale and invest to significantly impact their wait list.

ACQUIRE

Goal:

- Generate quality traffic and maximise new sponsor acquisition
- Generate a feasible and scalable ROAS

Strategy:

Auckland only targeting women age 45+ that live in affluent suburbs, who are inclined to support charities. More Affluent donors could afford to support in a cost of living crisis.

Utilise Variety's database as a separate targeting strategy; remarketing during Variety's Christmas Appeal to generate donations; target lapsed sponsors and current sponsors who have < 5 Kiwi Kid sponsorships.

We worked collaboratively with Variety to ensure creative was aligned with each channel and would provide the necessary engagement to maximise relevance

Results:

- Significant engagement - CTR of 2.16%
- 69 new sponsors
- CPA 50% lower than anticipated
- ROAS 1:41