



Case Study

Client

Museum Nonprofit

Quantity Mailed

260,000 (4 drops)

Target

Raise \$18,000,000

Total Ad Impressions

2,651,013

Engagements

7,152

Calls

55

Leads

18,572

Campaign Details

A St. Louis museum launched a mail campaign of 4 drops totaling 260,000 pieces and used a 30-day direct mail campaign integrated with omnichannel digital technologies to raise both museum awareness and donor growth.

They set a goal of \$18-million and invested a total of \$88,275 (\$55,650 for marketing and \$32,625 for postage). The total amount raised to date is \$21-million (with more donations still rolling in) thanks to a 15% engagement rate with the direct mail piece. The additional \$3-million raised paid for the total investment of the campaign 33x's over!

ROI

additional \$3,000,000 raised paid for the total investment of campaign 33x over



We are thrilled with this omnichannel direct mail and digital campaign, from idea conception to astonishing end results; it's much better than we expected!"

— Manager of Communications & Social Media