

CASE STUDY: THE AD COUNCIL & FEEDING AMERICA

# Driving Impact for Social Causes



## About the Client

The Ad Council is an American nonprofit that works with ad agencies to create public service announcements for a variety of social causes. All creative, placements and impressions for The Ad Council campaigns are donated by media professionals.

## Campaign Goals



Move people from awareness to support by driving donations and volunteer signups

for **Feeding America**, the largest hunger-relief charity in the U.S.



Understand the impact of people-based measurement

on **Feeding America's Hunger Prevention** campaign.

# People-Based Results:

**KEY:**  
■ = Donations ■ = Volunteers

## Proven Impact



\*vs. cookie-based measurement alone

## Publisher Impact

The **top 5** publishers drove...

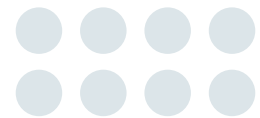


98.6% of donation completions



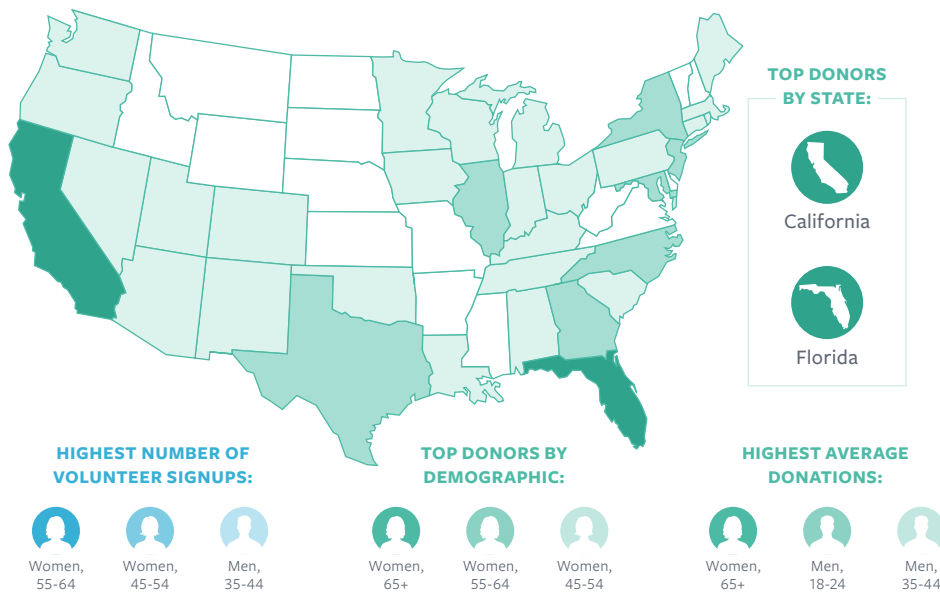
96.6% of volunteer signups

While the **bottom 8** publishers drove...

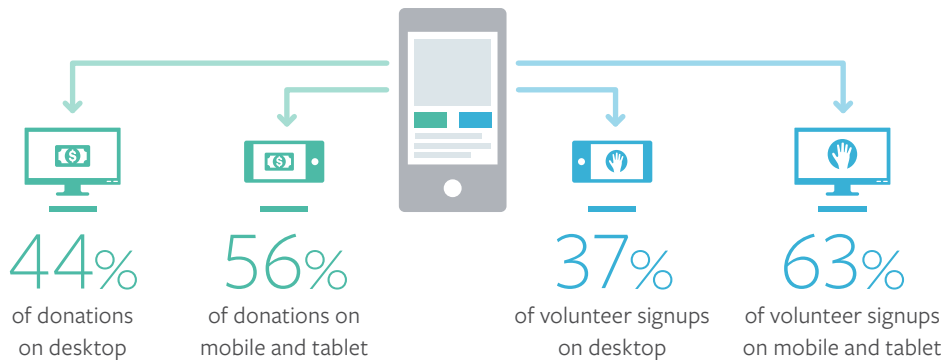


0% of donations and volunteer signups

## Campaign Insights



## Cross-Environment Conversions



## A Plan for Tomorrow

Based on the new insights from Atlas' people-based measurement, The Ad Council and Feeding America have opportunities to optimize their campaigns going forward:



Reallocate spend and impressions to the highest-performing publishers. Eliminating the bottom 8 publishers or moving spend to the top 5 publishers could potentially lead to more conversions.



Increase mobile investment to capture more cross-environment donation and volunteer signups.



Remarket to potential donors who've previously abandoned the donation process.



*“Understanding how people engage with public service advertising today – especially on mobile – is essential to our work at The Ad Council. These measurement insights help optimize our creative, media mix, calls-to-action and KPIs, ensuring people connect with, and act on, the social causes they care most about.”*

**BETH ELLARD**

Executive Vice President of Media, The Ad Council



*“Using Atlas' people-based measurement platform, we gained campaign insights that we hadn't seen before. We now have a clearer understanding of our target audience across devices enabling us to make more informed decisions across all of our digital channels.”*

**STEPHANIE RATH**

Director of Marketing, Feeding America



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