CARE Australia is an international humanitarian aid organization fighting global poverty, with a special focus on women and girls.

**Strategy**

The StackAdapt Creative Studio’s engaging audio, native, and display content played a pivotal role, driving outstanding results through precise targeting and visually compelling creatives.

**Browsing Audiences**

In their end-of-financial-year campaign, CARE Australia strategically leveraged keywords like ‘tax deduction’ and ‘reduce tax’ to target audiences seeking to minimize their income tax burden through charitable contributions.

**Challenge**

CARE Australia sought a game-changing strategy to expand their reach beyond the familiar terrain of search and social to tap into new audiences with the power of programmatic.

**Multiple Channels for a Full Funnel Strategy**

Audio campaigns were run to cast a wider net and drive awareness as an upper funnel tactic. In parallel, native and display advertising were used to capture potential donors in the prospecting phase. Leveraging the capabilities of these channels for retargeting ensured a continuous presence throughout the donor journey.

**Execution**

The campaign’s optimal performance was driven by various factors, includingdomain lists, pixel tracking for optimization, testing new targeting tactics, and a multi-channel approach.

**Domain Lists and Creative Tactics**

While actively monitoring campaign performance and receiving feedback from the StackAdapt team, CARE Australia made continuous bid optimizations, and managed creative lists for minor targeting tweaks.

**Adjustments With Audio for Engagement**

During the campaign, the team implemented audio ads with the goal of being a powerful first step in a donor journey and engaging them with our message.

**The StackAdapt Pixel**

The team relied on pixel tracking to gain valuable data allowing them to optimize ad reach and improve performance, achieving their 50% KPIs.

**Outcomes**

CARE Australia continued to reach new audiences at scale with relevant and unique creative strategies through StackAdapt. They are reaching their KPIs and have seen an increase in average time on site, achieved an above benchmark CTR and saw a 50% growth in donation values.

Reach out to the StackAdapt team for more information.