

Donor Registrations



Goal: drive bone marrow donations – specifically with women age 18-35 in the U.S.

Approach:

- Audience intelligence research to determine content consumption and engagement levels
- Improved ad efficiency and engagement rates by targeting 4M of 37M initial target – based on interests
- Produced original content to tell key case-study stories

Results: efficient content distribution and conversion

- The highest number of registrations ever seen by Be The Match from a single video
- Reduced the program's CPC by nearly 70%
- The key demo (18-35F) engaged with the content at a rate 6-8% points higher within the first 10 days of launch



Highest performing video:

<https://vimeo.com/217052392>

Supporting blog post:

<https://bethematchblog.org/2017/05/kamis-story/>.

