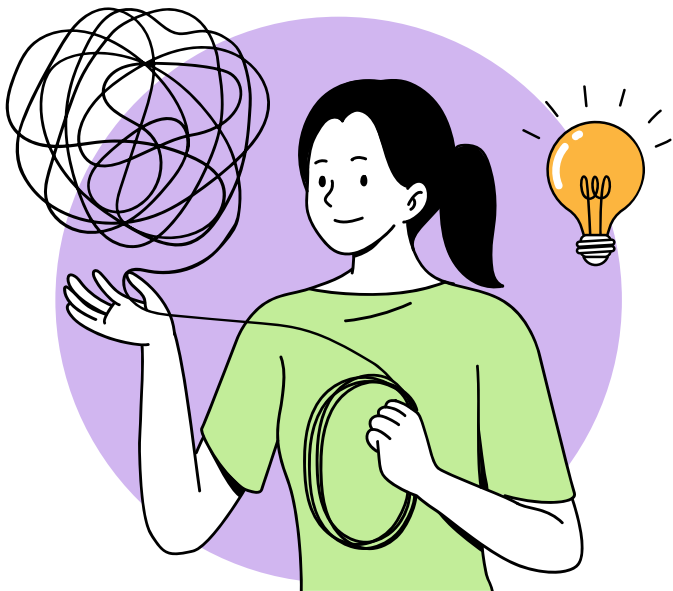


# SUPERCARGE YOUR DIRECT MAIL WITH **AMP**

Learn how two nonprofits are expanding reach and boosting results by easily adding digital, automated, multi-channel impressions that complement their direct mail efforts. All powered by the turnkey solution with zero busywork: **Automated Marketing Platform (AMP)**.

## Case Study 1: January Renewal Campaign



For a January renewal campaign, the client implemented **AMP** to reinforce a direct mail package sent to 130,000+ supporters. **The goal was to increase touchpoints** during a critical renewal window, without adding operational strain during the December holiday season. Using **AMP's** turnkey model, the campaign required minimal internal resources while delivering significant omnichannel impact. Key results included:

- **42% of the mail** file matched on Meta, generating an audience prime for renewal
- **Over 1.4 million** total ad impressions delivered in 30 days
- More than **16,000 clicks** driven to the donation form
- **Year-over-year** lift in renewal revenue

By layering digital reinforcement over direct mail, **the client achieved 10+ additional impressions per recipient** while also reaching like-minded prospective donors. The result was stronger visibility, measurable engagement, and expanded campaign reach, all executed efficiently during a compressed timeline.

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# Case Study 2: Sustainer Recruitment

**To support a sustainer recruitment initiative,** the client leveraged **AMP** to extend their offer beyond traditional direct mail audiences and reach a digital-only list of supporters and prospects who did not warrant mail investment.

Using **AMP**'s automated digital capabilities, the client uploaded a list of nearly **75,000** records and deployed a coordinated digital strategy to drive awareness and conversions. Performance highlights include:

- **909,000** total digital impressions delivered
- **2,284 engagements** generated clicks to the sustainer landing page



By activating a non-mailed audience, the client expanded the reach of its sustainer offer without incurring direct mail costs. A significant portion of landing page visitors came from like-minded audiences identified through Google's ad network, helping introduce the sustainer program to **new, high-potential prospects.**

**AMP** enabled the organization to scale recruitment efficiently, **driving nearly one million impressions** and meaningful engagement while conserving direct mail budget.

## Why **AMP**?

***AMP enhances your existing strategy.*** It ensures optimal exposure and response for any campaign, **without adding manual workload to internal teams.**

READY TO EXPLORE THE POSSIBILITIES? CONTACT US AT:

[hello@engageyourcause.com](mailto:hello@engageyourcause.com)

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