



## Driving Registrations with Digital Media



The Parkinson's Foundation makes life better for people with Parkinson's disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience, and passion of our global Parkinson's community.

WHAT WE DID

**RKD implemented targeted digital media strategy that brought:**

**\$46.69**

CPA for a donation

**\$46.48**

CPA for a registration

**\$23.29**

overall CPA

# HOW RKD GROUP DID IT

## Strategic Audience Targeting

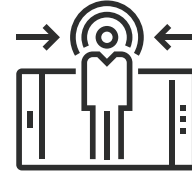


### THE CHALLENGE

## Increase Event Registration

The Parkinson's Foundation hosts a yearly walk and wanted to launch a media campaign that would help increase the number of registrants.

As a nationwide event, this walk happens in 30+ cities and needed media campaigns localized to each city and demographic.



### THE SOLUTION

## Strategic Audience Targeting

RKD leveraged audience targeting to find the right people for this event. Target audiences were built from demographics, such as interests in Parkinson's or 5Ks, and from their current database. Then, this audience was targeted with Facebook ads, display ads, paid search, and native ads on relevant websites.

## BREAKTHROUGH •

# Boosted Participation

The results exceeded expectations with a \$23.29 overall cost to acquire, a successful launch at new event locations, and increased attendance at existing ones. This allowed the Parkinson's Foundation to meet their goals of increased event registration and increased awareness of the work they do for those suffering from Parkinson's disease.



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### Need a breakthrough?

RKD Group is a leading fundraising and marketing agency to over 250 regional and national nonprofits. We have a team of more than 180 experts with deep skill sets in direct response marketing.