



Ads & Email: Better Together





Trusted by over 1,200 nonprofits & associations.



FACT

Email marketing isn't as effective as it once was.

STAT

The average open rate, across all industries, is ~20%.

QUESTION

How can we get the most out of our email lists today?

Ideas for Today

- Run **email mapping** ad campaigns to target ads to your email lists
 - aka “CRM Retargeting”, Customer Match, Matched Audiences, Custom Audiences
- Use **marketing automation** to send smarter emails
 - Based on website visits
 - Based on ad clicks

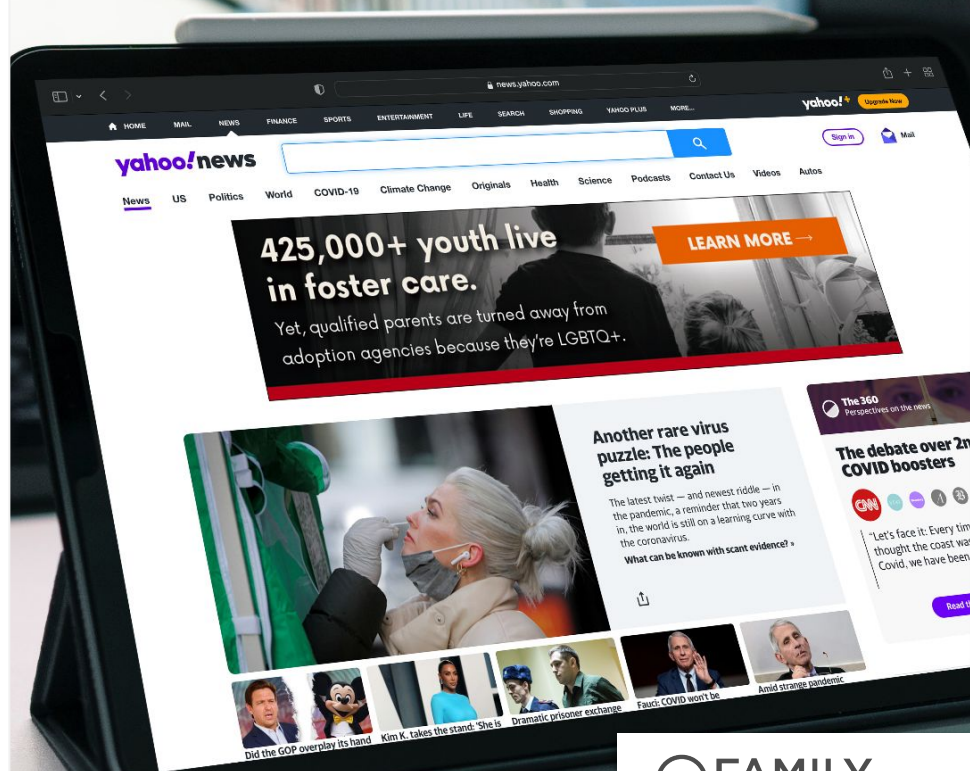
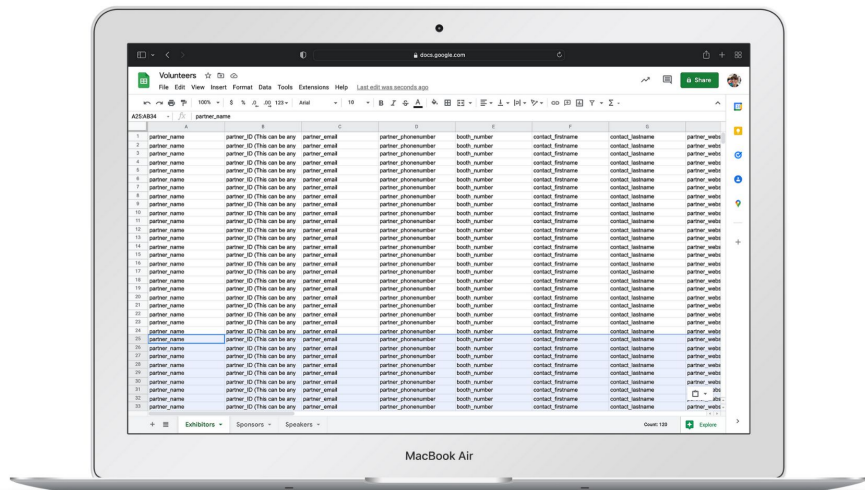
QUESTION

What is an “email mapping”
ad campaign?

Email Mapping

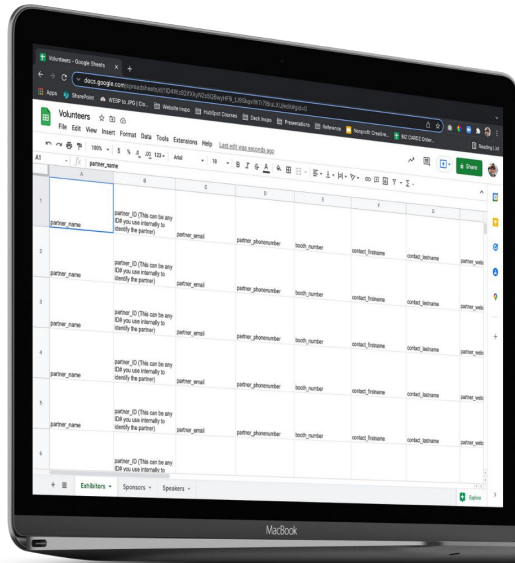
- Uses email address as a unique identifier to find a person online & **show them specific ads**
- Upload an email list to an advertising tool, that tool crawls the web and finds those people online
- **No emails are sent**
- Average match rate of 50%, varies by platform & CRM hygiene

Email Mapping



 **FAMILY
EQUALITY**

Facebook Email Mapping (aka Custom Audiences)



Email Mapping – Segmentation Ideas

- **Member status** (current, lapsed, non-member)
- **Donation activity** (recency, amount, campaign)
- Event attendees
- Volunteers
- Newsletter subscribers (or unsubscribers!)
- **Go multi-channel and run these ad campaigns in parallel with your email marketing**

Email Mapping - Segmentation Ideas

- **Go multi-channel and run these ad campaigns in parallel with your email marketing**

QUESTION

What is marketing automation?

Marketing Automation 101

- Connecting website visitors to contact records
- Set triggers to automatically send emails to individuals based on their behavior (e.g. visiting a web page)
- Schedule or trigger a series of emails (“drips”)

Marketing Automation Campaign Types

Email marketing



Single Send beta

Send a single, scheduled email message to a targeted segment of your audience.



Smart Send beta

Send an email to a target segment as a response to a target behavior or at a target send time.



Auto Send beta

Send an email to people who perform a trigger activity of your choice.

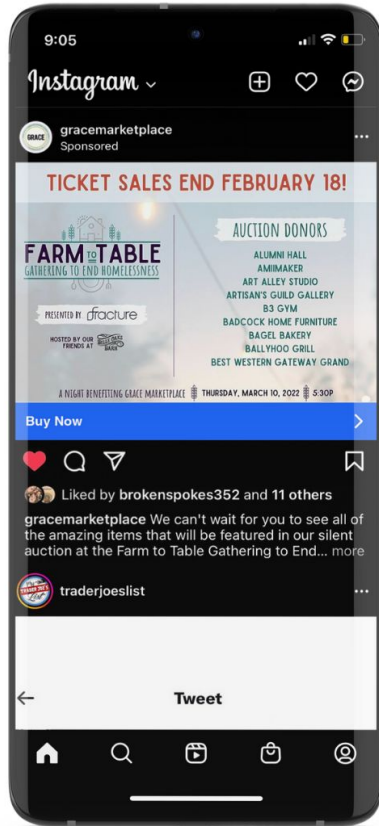
Single Send Email – to all people who clicked an ad

Showing people that match **all** of the following filters, looking at data **from any time**.

Email	exists		+	×
Campaign	is	HSNCF Case Study Reta...		
and				
Activity Type	is	Clicked ad	+	×

[+ Add filter](#)

Single Send Email – to all people who clicked an ad



GRACE

Single Send Email – to all recent visitors of a page

Showing people that match **all** of the following filters, looking at data **from any time**.

Email	exists		+	×
URL	is	https://www.feathr.co/solutior		
and				
Date/Time	is after	April 24, 2022	+	×
+ Add filter				

➔ Go multi-channel: run a retargeting ad campaign reaching the same segment!

Auto Send Email – triggered by visiting a web page

✓ Campaign Info

✓ Sender Info

3 Targeting

4 Exclusions (optional)

5 Message

6 Goal

7 Test

8 Review

Choose how the email in this campaign should be triggered. If you set more than one trigger activity, contacts will need to meet all of them to be sent your email.

Trigger activity

URL

is

<https://www.feathr.co/sc>

+ Add an activity

Please choose if you'd like your email to be sent immediately after the trigger activity or sent after a delay. (required)

☐ Immediately ☒ Delay

Delay time

Choose how long after a person performs the action to send the email.

Delay email for

30

minutes



Please choose if you'd like your email to be sent only the first time the person performs the trigger activity, or every time. (required)

☒ Send only the first time ☐ Send every time

Any questions?



Thanks for joining!

@ aidan@feathr.co

[in linkedin.com/in/aidanaugustin](https://www.linkedin.com/in/aidanaugustin)



Our Email Tool

- Unlimited sends
- Unlimited contacts
- Drag-and-drop builder
- Segment based on interactions with your website or ad campaigns
- Target ads based on email opens / clicks
- Conversion tracking

