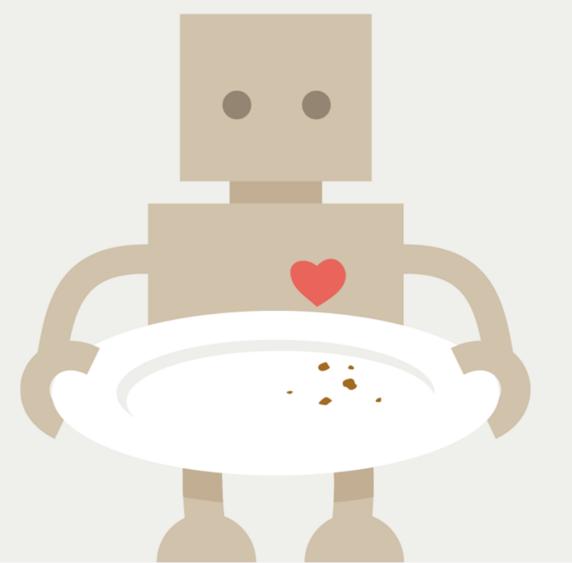# Who stole the cookies?

FUNDRAISING HOW TO

Meredith Dwyer FFIA CFRE GAICD

Alex Struthers GAICD

Together, unlimited.
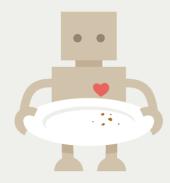
Prepare for the cookie-less future

Countdown to Cookie Apocalypse

2020
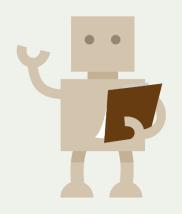
2021

2022

2024

26 April
iOS14 required iPhone users to opt in to tracking

19 January
facebook removes thousands of interests

June
72% of iPhone users have opted out of tracking

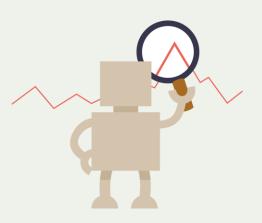Google will phase out cookies by 2024

facebook advertising

Targeting

Attribution

Optimisation

Impact on facebook advertising

Lower volume

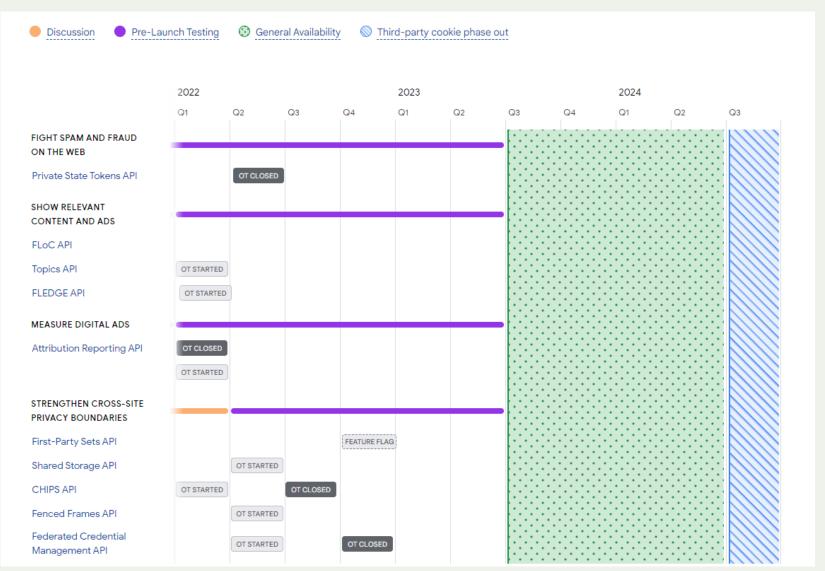Higher CPA

Future Impact on advertising

- Chrome accounts for almost 70% (est) of the browser market
- As privacy is enhanced and user identification reduced – the way we target audiences is changing – from a return to contextual advertising to marketing via API driven segments (internal privacy challenges too!)
- As we can't track across sites – retargeting will not be possible in the same way anymore
- Likely to see higher spend required to reach a similar audience and test audiences
- It will be more important than ever to drive a first party data strategy and ensure your data ecosystem can piece together information to drive useable insights (e.g. think CDP) and attribution modelling.
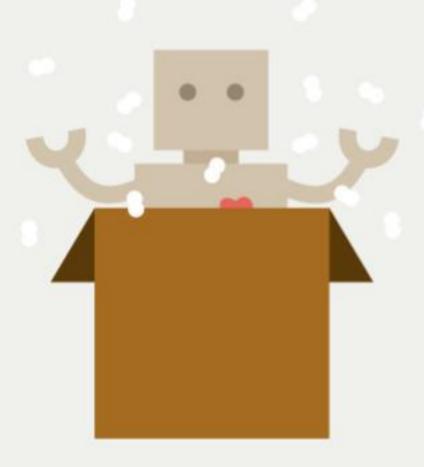
What's happening with Google?

1. Move to GA4

2. GTM Server-side tagging

3. Privacy Sandbox

Where is the Privacy Sandbox at now?

Facebook Solutions

Facebook solutions

1. CAPI

2. Creative

3. Audiences

4. Strategy (lead generation)

The Conversions API is a Meta Business Tool that creates a direct connection between your marketing data and Meta technologies.

META PIXEL

WEBSITE INTERACTION

Relies on current browser technology to be effective

YOUR CUSTOMER

OTHER INTERACTION

SERVER

CONVERSIONS API

∞ Meta

For ad consent checks, measurement and optimization

FB Conversions API Connection Options
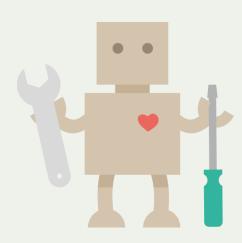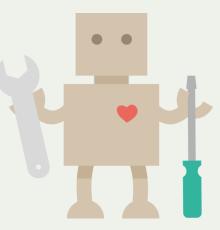
Set up by cost and difficulty

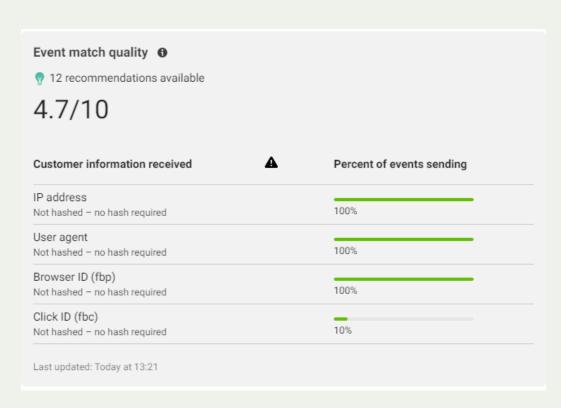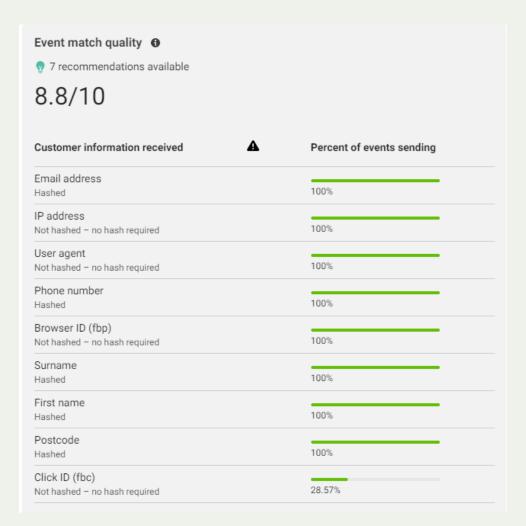|	Direct integration	Commerce platforms	Conversions API Gateway	Other partners
Cost	Free	Free	Free	Depends on partner
Time to implement	2 – 4 weeks	Less than one hour	1 to 4 hours	Depends on partner
Resources required	Developer	Marketer	Marketer (IT or developer support recommended)	Depends on partner
Other set up requirements	Requires infrastructure to send your events to Meta in real time	Depends on partner	Requires cloud server provider	Depends on partner

Set up by feature

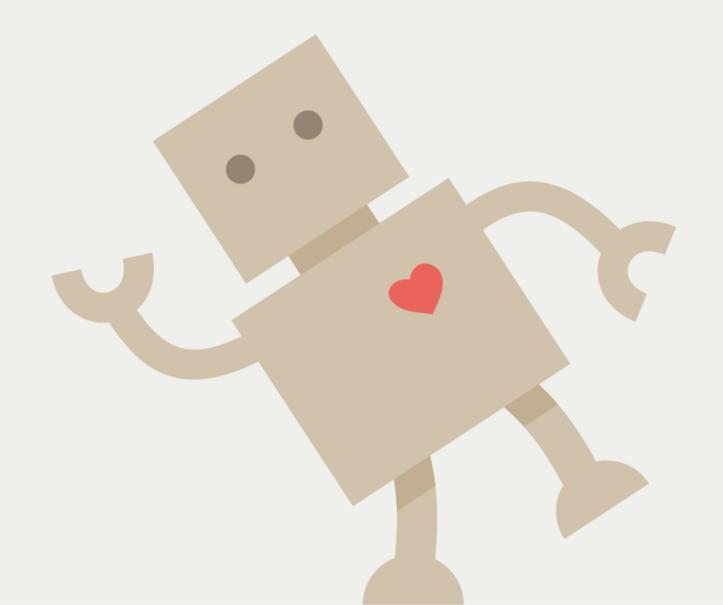|	Direct integration	Commerce platforms	Conversions API Gateway	Other partners
Event sources supported	Website, email, phone call, physical store, chat, system generated, other	Website events	Website events	Depends on partner
Event selection (which events you can send)	Configurable	Depends on partner	Same as the Meta pixel	Depends on partner
Parameter selection and transformation (which customer details you send for each event)	Configurable	Depends on partner	Same as the Meta pixel	Depends on partner

The difference CAPI/G Makes

Event match quality ⓘ

💡 12 recommendations available

4.7/10

Customer information received ⚠	Percent of events sending
IP address Not hashed – no hash required	100%
User agent Not hashed – no hash required	100%
Browser ID (fbp) Not hashed – no hash required	100%
Click ID (fbc) Not hashed – no hash required	10%

Last updated: Today at 13:21

Actual matching data results for P2P event without CAPIG set up in October 2022:

Event match quality ⓘ

💡 7 recommendations available

8.8/10

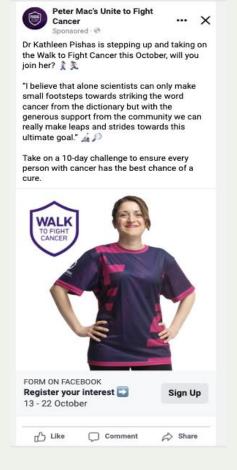| Customer information received ⚠	Percent of events sending
Email address Hashed	100%
IP address Not hashed – no hash required	100%
User agent Not hashed – no hash required	100%
Phone number Hashed	100%
Browser ID (fbp) Not hashed – no hash required	100%
Surname Hashed	100%
First name Hashed	100%
Postcode Hashed	100%
Click ID (fbc) Not hashed – no hash required	28.57%

Actual matching data with CAPIG set up for major P2P event in October 2022:

Creative That Works
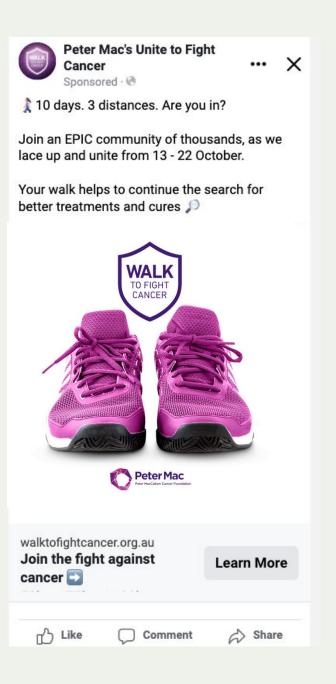
Creative
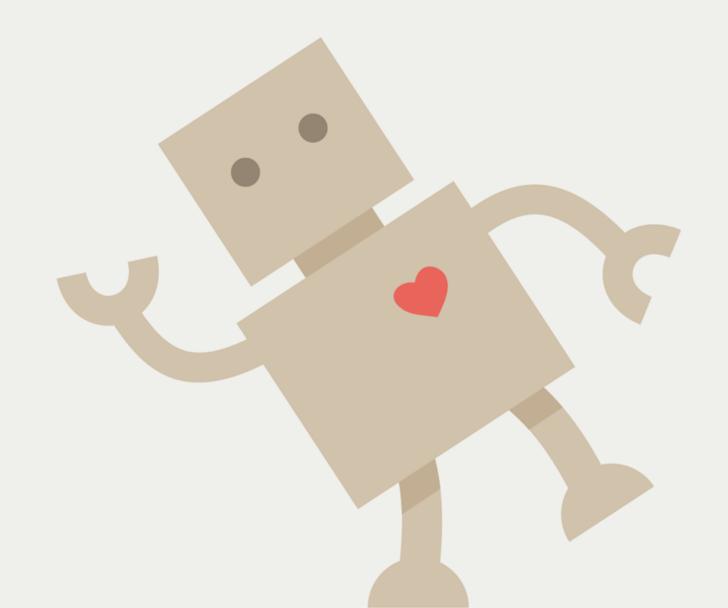
- 44 ad sets, 382 different ads over campaign period

Social Content

Maximising Advertiser Value

Optimising Customer Experience

Total Value = Advertiser bid X Estimated action rates + User value

Target audience + ad performance

Facebook ranks ads based on a total "value" for each ad
Google also uses a range of metrics and content relevancy in auctions
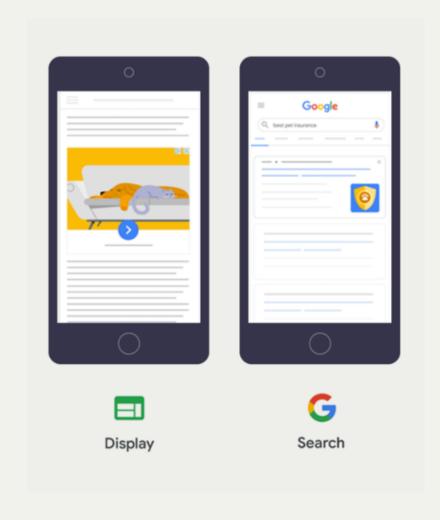
Diversify your digital channels
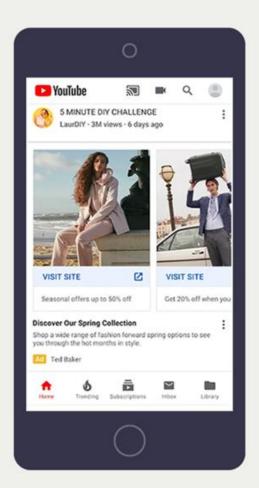
FB Products to explore

Keeping behaviour in platform

- FB Donate

- FB one-click fundraising

- FB Experience for landing pages
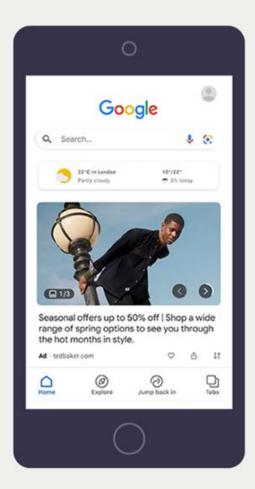
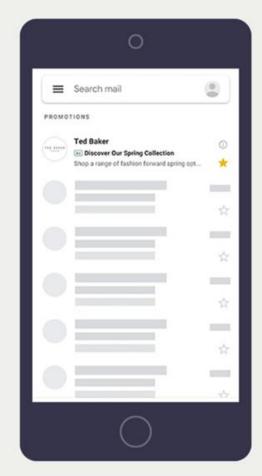- Recurring Notifications
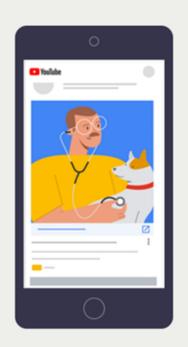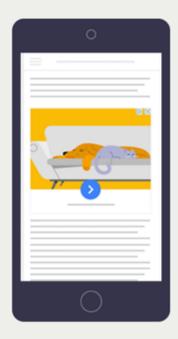
- Lead gen forms

GOOGLE SEARCH & DISPLAY

Display

Search

Google Discovery
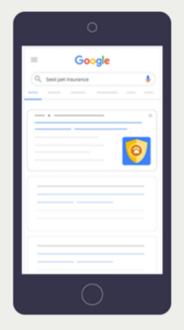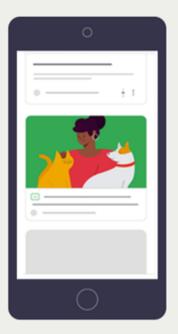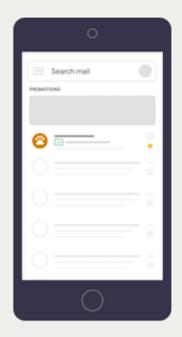
Google Performance Max

YouTube

Display

Search

Discover

Gmail

Maps
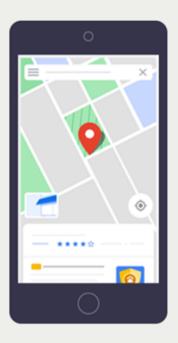
And the other channels

Try

- Programmatic display & YouTube

- LinkedIn

- Search & Grant accounts

- TikTok

- Media partnerships

Case Studies

Strategy

Tech

1. CAPIG
2. Optimisation – landing pages and registration

Advertising

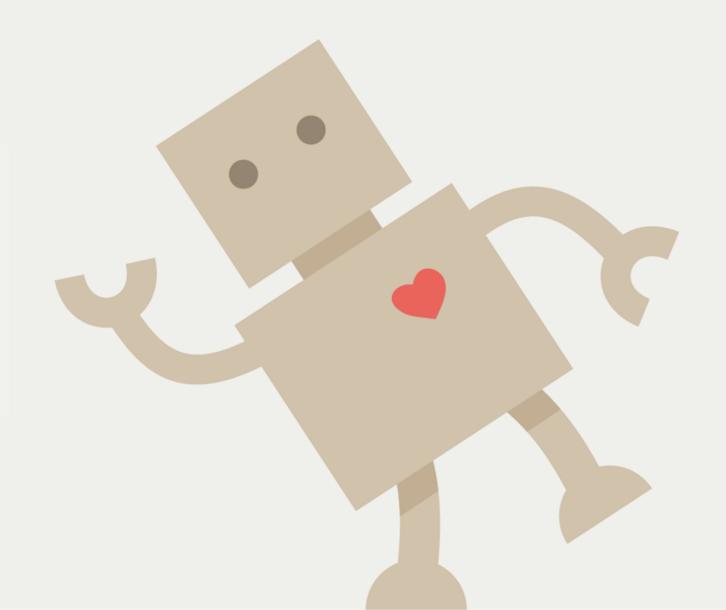1. Lead gen
2. Conversion ads
3. Creative + Content

CAPIG

Goal:
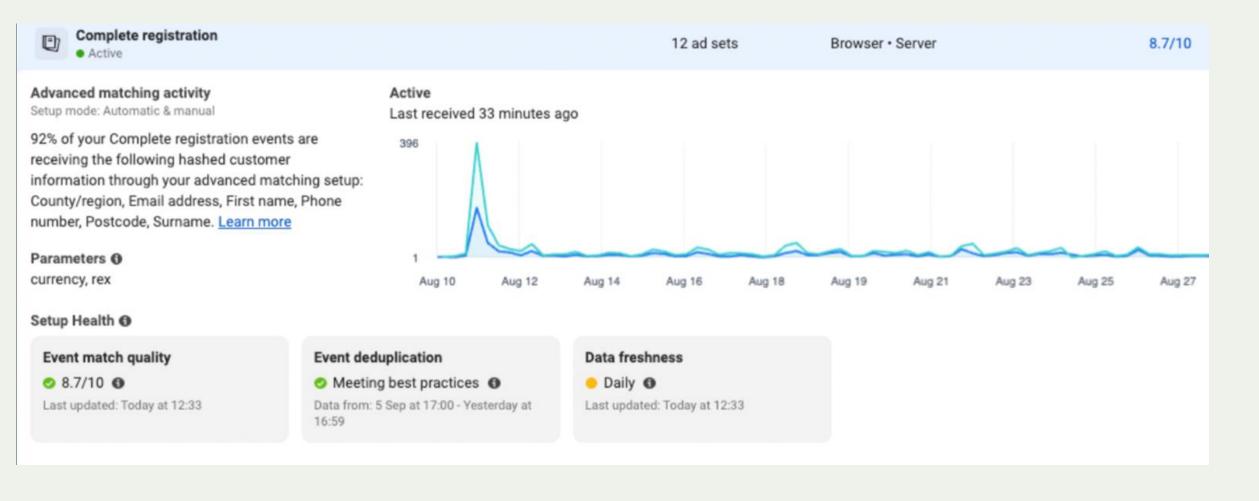
- An increase in the number of attributed conversions. Matching more of the conversions that happen on the website to people on Meta. This helps to understand the impact of ads on site conversions.
- A decrease in the cost per conversion. Conversion-optimised campaigns become more efficient because Meta can better identify and deliver ads to the types of people likely to take the desired action.

Results:

- Implemented before the campaign launched, so conversions could be tracked from Day1
- facebook matching 80 - 90% of registrations, compared to lows of 40 - 50% on other events without CAPIG.

CAPIG

The image below shows the matching quality from Facebook (Data freshness relates to when the last registration was received, so fluctuates by the minute).
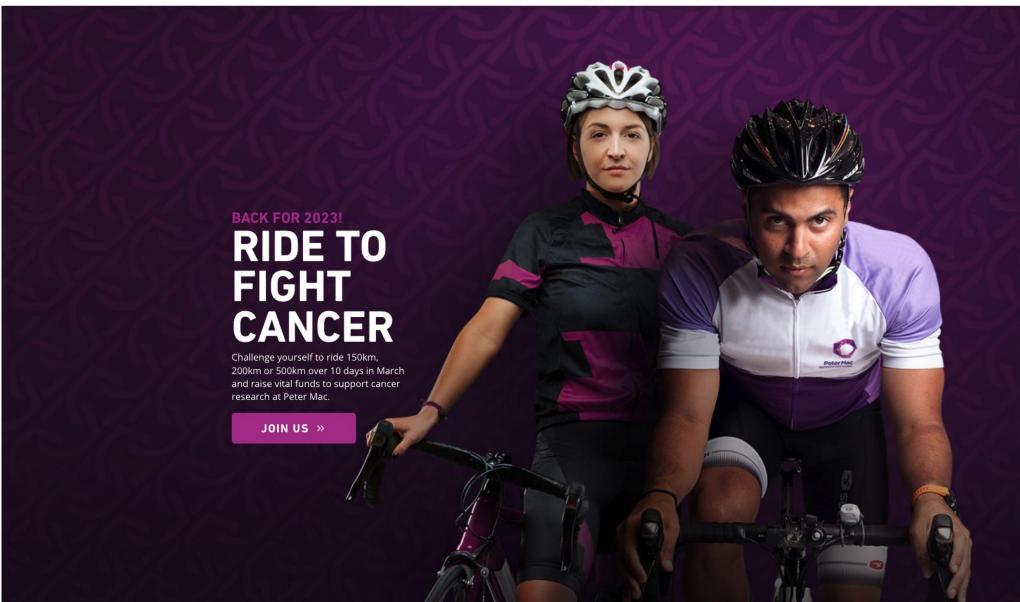
1 JOIN US — **2** YOUR PAGE — **3** GET STARTED

RIDE
TO FIGHT CANCER

Let's get your **FREE** registration started
- it should only take a few minutes.

Choose your RIDE 10-day challenge

150 KM	200 KM	500 KM
15km per day	20km per day	50km per day
⊙	○	○

Or choose your own distance: **150** km

Your RIDE jersey

We'll reward your fundraising
efforts by sending you an
exclusive RIDE cycling jersey to
wear proudly! Please choose
your preferred fit and size.

(SIZING: Our jerseys are close-
fitting so you might want to pick a

RIDE

Digital Advertising Strategy

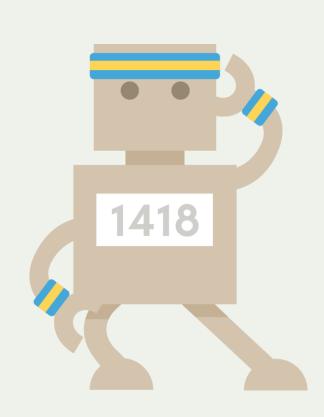1. Implement a lead generation campaign using cause messaging to build our audience and recruit cause motivated fundraisers (they raise more!)
   - These EOIs are converted via MA and some social
   - When looking at all in costs - these EOIs have a slightly higher CPA than direct to reg BUT they activate to fundraisers at a higher %

2. Invest in social, search and display to maximise reach and recruitment conversion potential

Results

190%
more
walkers

21%
lower
CPA

2021

1,121 fb
conversions

$66 CPA

1418

2022

2,130 fb
conversions

$52 CPA

Facebook Hints/Tips

- Choose automatic placements where possible, this targets your ads to reach your audiences wherever they are and adds more liquidity into the ad delivery system

- Ad relevance plays a big part in terms of CPA, the more relevant your ads are to your target audience, the less you're likely to pay - e.g test multiple formats/creative to enhance campaign performance

- Combine detailed targeting interests with similar audiences (where necessary) to reduce auction overlap, targeting a broader audience for higher first time impressions and to give FB more opportunity to optimise

- Always have a mix of static, animation and video ads per ad set to reach your broader audience, test motion in static images with a single-minded message to inspire action with a strong CTA

- Optimising for video should be limited for 15 seconds or less, designed for sound off, capturing your attention in the first 3 seconds

Save The Children NZ Xmas Appeal

Goals:

1. Implement a digital channel strategy to support the Christmas Appeal
2. Improve online income, Average gifts and form conversion
3. Acquire new donors
4. Support warm appeal targets
5. Test new audiences
6. Gather learnings for future appeals

Strategy

Tech

1. CAPIG
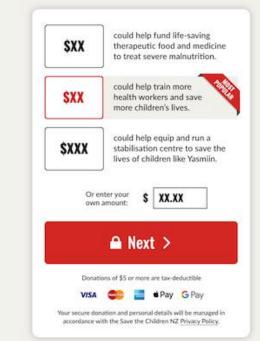2. Optimisation donation page, PURLs and QR Codes
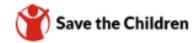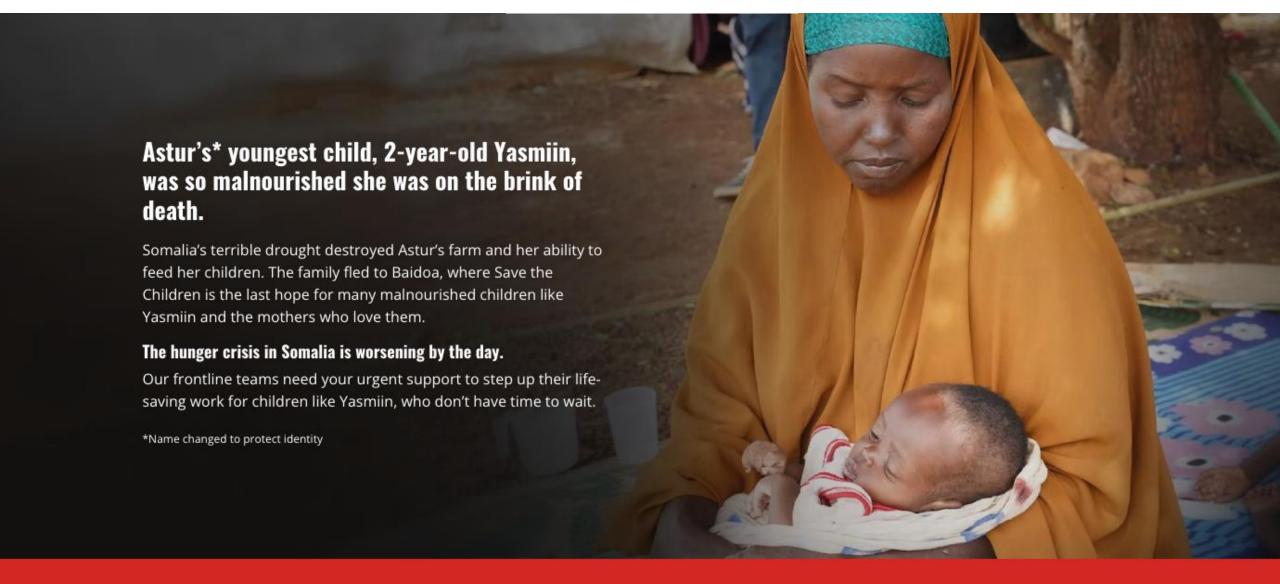
Advertising

1. Channel Mix
2. Testing
3. Strategy

Save the Children

Astur's* youngest child, 2-year-old Yasmiin, was so malnourished she was on the brink of death.

Somalia's terrible drought destroyed Astur's farm and her ability to feed her children. The family fled to Baidoa, where Save the Children is the last hope for many malnourished children like Yasmiin and the mothers who love them.

The hunger crisis in Somalia is worsening by the day.

Our frontline teams need your urgent support to step up their life-saving work for children like Yasmiin, who don't have time to wait.

*Name changed to protect identity
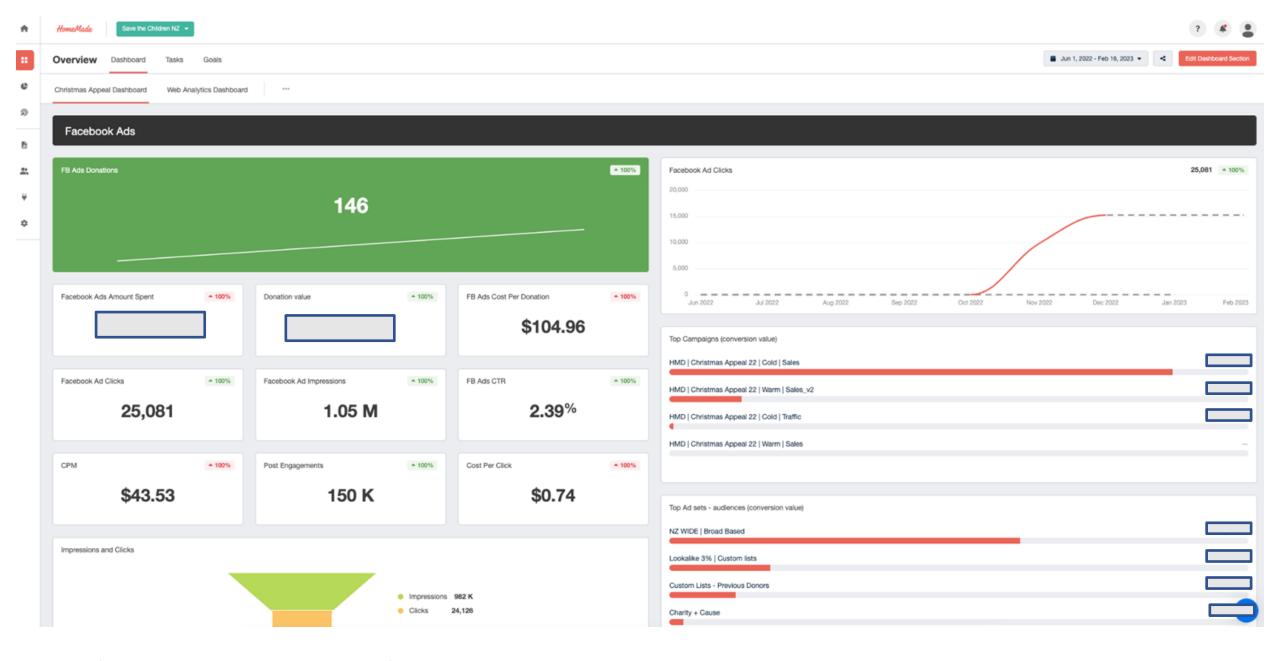
Help children like Yasmiin ♡ **Donate**
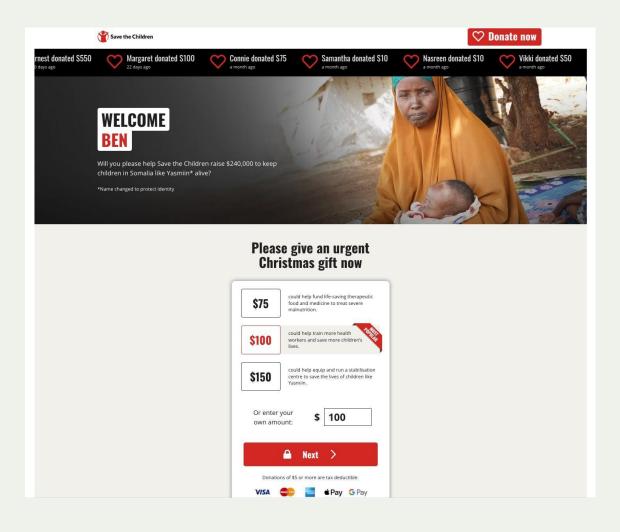
Save The Children NZ Xmas Appeal

- The Facebook Conversions API Gateway was implemented before the campaign launched, so donations could be tracked from Day 1. (8.8/10 scoring)
- Optimised donation page combined with PURLs for online, plus QR codes on DM
- Optmised digi advertising donation pages
- Flexible and agile strategy in advertising to maximise ROI and meet objectives:
  - Traffic, Warm, Cold, Audience testing - 29 ad sets & 285 ads (30+ unique ads with multi-variant testing)
  - Search (working alongside always on Brand & Donate)

The importance of analytics!

Donation Page

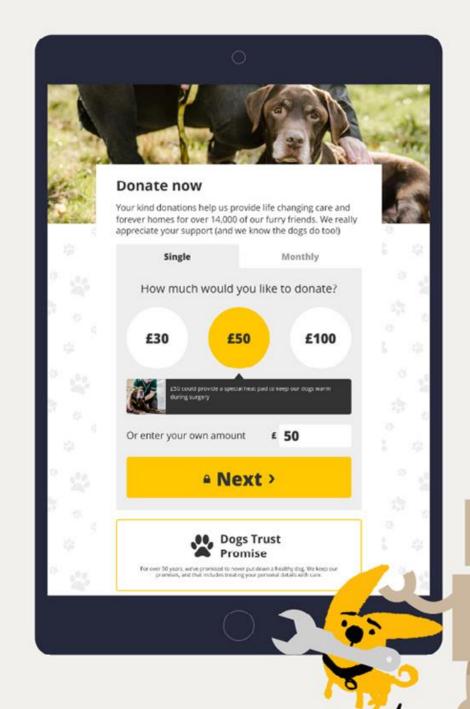The image below shows the integration of PURLS on the optimised landing pages
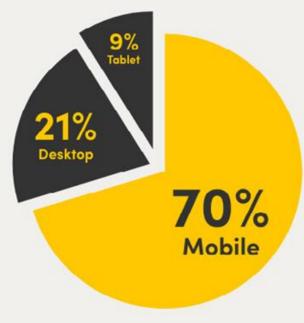

RESULTS:

- Form conversion of over 45% (high volume PURL audiences)
- Increased average gifts cold & warm
- Flexible social spend to pivot and drive cold acquisition at a good CPA
- Test results and learnings to take into the next appeal

What can you do tomorrow?

1. Look into CAPI/CAPIG and if your organisation is ready to try it!
2. Chat with IT/Dev team about the changes coming to Google
3. Experiment with your channel mix
4. Keep the content flowing, keep content fresh
5. Above all understand the changes coming in the digital landscape and how you might start to prepare

Start somewhere - a little bit at a time!

Thank you

FIA Conference 2023
Together, unlimited.