

Pelotonia Grows Registrations & Increases Engagement

the challenges

Identifying New Engagement Opportunities

Since 2008, Pelotonia has raised more than \$207 million for cancer research. Much of this effort came by way of traditional fundraising and community engagement. With an aggressive growth goal to increase event registrations and donations, Pelotonia knew it would need to expand its outreach to include digital channels moving forward. Pelotonia needed help growing donations while seeking to address the following concerns:

- How to increase online and social engagement in order increase overall donations and event registrations.
- Establishing a social sales channel in order to increase Pelotonia merchandise sales and better leverage the Shopify web platform.
- A lack of initial advertising investment.
- Minor understanding of how to correctly track and attribute registrations and direct sales.
- Finding the best way to promote the Pelotonia PULLL app.

In addition to these issues, Pelotonia, like almost all companies, mainly struggled with a lack of resources. Most people were extremely busy managing everything that went into the event. They did not have time to promote the event, create ads, manage advertising, and everything else that goes into effectively running a full-scale marketing program.

Navigating The Google Ads Grant Process

Through Google's Ad Grants program, nonprofits have the ability to apply for up to \$10,000 of in-kind advertising from Google each month to create text-based ads. The Google Ad Grants program was established to help nonprofits attract donors, raise awareness, and recruit volunteers.

While the program is a fantastic opportunity for many nonprofits, the process to obtain and manage the grant can be a challenge. Our team, having had prior experience with Google's Ad Grant program, helped Pelotonia navigate the entire process, including identifying and gathering all necessary information for Google.

Obtaining the grant is only half of the challenge. Pelotonia understood that once granted, Google has strict guidelines a company must follow in order to keep their monthly in-kind advertising.

446% return on ad spend

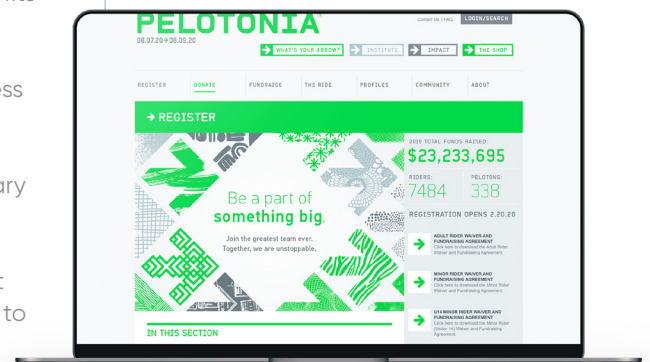
on merchandise sales

100+ new event registrants

since launching paid social

2300+ post interactions

since we started managing



the results

Over 400% Return on Ad Spend

A major focus of the Pelotonia team was increasing donations through merchandise sales online. Part of this process included working with our team to integrate their Shopify ecommerce platform with Facebook to first track revenue from social campaigns. After integrating the platforms, we were then ready to create Facebook Ad campaigns to drive qualified traffic to their merchandise.

In order to create the most effective campaigns possible, our team collaborated with Pelotonia to utilize email and customer audiences as well as developed custom-intent audiences for targeting. This strategy, combined with continuous campaign optimization and ad variant testing, helped Pelotonia to reach a 446% return on ad spend for the year.

"[OppGenetix] goes above and beyond for their clients. **They truly exceed expectations and are always putting your goals first...** as a nonprofit, we know we are being taken care of and trust their team to do what's best for us."

Promoting Registrations & Engagement

The other goal of the Pelotonia team was leveraging new channels to help scale event registrations and social engagement. OppGenetix put together a digital strategy leveraging Facebook advertising that helped Pelotonia sign up over 100 new registrants for their fundraising events. The digital ads also served to greatly increase overall social engagement with the brand, resulting in almost 400,000 impressions and 2,300+ new engagements across all campaigns. A great success!

Along with promoting event registrations and merchandise, our team had the unique opportunity of also helping Pelotonia run ad campaigns to promote downloading PULLL, their proprietary app that allows people to generate funds for cancer research through exercise.

Sustaining The Google Ads Grant

Once granted, Google closely monitors your text ad campaign performance in order to make sure you follow their strict guidelines for their Ad Grant Program. Our team worked diligently to ensure Pelotonia's account structure followed Google's best practice policies, including setup, bidding strategies, quality score, and CTR. This enabled Pelotonia to qualify for a Google Ad Grant and potentially receive up to \$10,000 per month in ad spend. While they've been awarded a few hundred dollars per month through this grant money, they have been able to continue growing brand awareness and increase registrations.




About Pelotonia

Pelotonia is a community dedicated to funding innovative cancer research through a three-day experience of cycling and volunteerism. 100% of all participant-raised donations support cancer research at the OSUCCC-James.

About OppGenetix

The most effective online lead generation program for specialized businesses. We leverage online paid advertising to create high quality, profitable sales opportunities through innovative data tracking and enhanced customer experience.

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