

## \$50 Micro-testing leads to a \$500,000 campaign increase

Micro-testing headlines for just \$50, unearthed messaging that campaign donations.

### Goal

The Colson Center sought to optimize its value proposition and messaging through rapid, low-cost micro-testing to determine which messaging resonated most with potential donors for its upcoming campaign.

### Solution

Share used a multi-channel engagement approach, targeting donors through Facebook & Google display ads with high-value offers that Focus already had.

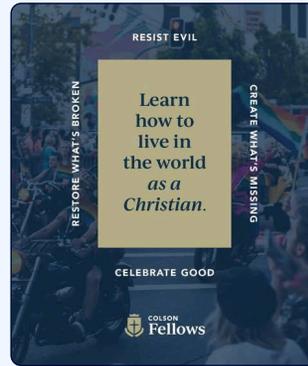
### “Test, then scale up”

“Share helped us test simplified + focused messaging that improved our conversion rates. Additionally, paid display ad retargeting was successful, and the recurring giving pop-up brought us almost 100 new monthly gifts. We’ve continued to see success with both of these strategies in other campaign efforts.”



**Jasmine Morse**

Advancement Department



### Results & Benefits

Share successfully identified the value proposition and messaging that resonated most with potential donors for Colson Center’s upcoming campaign, which lowered donor acquisition costs and improved campaign effectiveness. They raised an additional \$500k during this campaign compared to previous ones.

### Looking Forward

Colson Center was so pleased with these results that they are using headline micro-testing on all of their campaigns, resulting in better results at a lower overall campaign cost.