

## Share lowered Wells of Life's acquisition costs by 63%

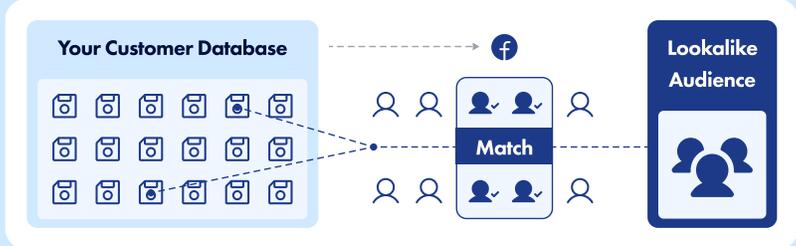
Focus on the Family cost-effectively re-engaged previous donors using multi-channel ads with existing offers.

### Goal

Wells of Life is a clean-water nonprofit who wanted to build their email list, targeting people with an affinity for their work.

### Solution

Share used a unique mix of strategy & new tech to create lookalike audience of people who had visited Wells of Life's donation page, but not donated. Share used a mix of Meta ads & email to find new donors who were thrilled to partner with Wells of Life.



### Results & Benefits

- Low cost per lead (50 cents)
- Donor acquisition costs reduced by 63%
- Multi-channel approach

### Looking Forward

Donor acquisition can sometimes be costly. By creating highly effective and inexpensive lookalike audiences, Wells of Life can meet their goals for growth.

Interested in working with Share?

 [Start a Conversation](#)