

CASE STUDY

FOR FWDDFW, AN INITIATIVE FROM DALLAS MORNING NEWS

445%

Higher CTR than industry average

75%

Increase In Volunteer Signups

14.4k

Engagement on Facebook

CAMPAIGN GOALS:

Raise awareness of the FWDDFW initiative and acquire new volunteer signups for featured charitable programs.

Campaign Strategy: Leverage DMN content to discover & retarget likely volunteer prospects.

DALLASNEWS.COM CONTENT



FWDDFW CONTENT



RETARGETING CAMPAIGNS



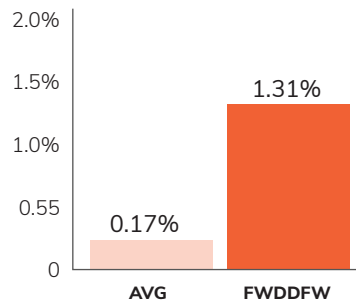
Results From Volunteerism Campaign

Mike Orren,

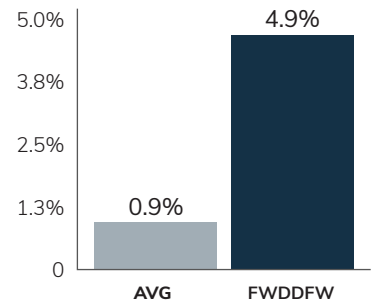
President, Belo Business Intelligenceo

“This is more than a revolutionary way to use our data, it’s an industry-wide opportunity to create new revenue.”

ENGAGEMENT RATE



CLICK-THROUGH RATE



MarketChorus Resonance continues to support the great work being done at FWDDFW