

SUCCESS STORY

NON-PROFITS DRIVE DONATIONS WITH VIAN T AND WILAND

GOAL

Amplify donations for nonprofit clients with targeted, efficient strategies

SUMMARY

MissionWired partnered with Viant and Wiland, a leading data provider in our Certified Partner Program, to drive measurable results across a variety of cause-based campaigns.

By activating Wiland's predictive audiences directly in the Viant DSP, MissionWired helped clients—including humanitarian, environmental and community organizations—reach new donors, re-engage past supporters and drive high ROAS across key digital channels, including Connected Television (CTV). Key strategies included donor re-engagement, new donor prospecting using Wiland's Cooperative Database, digital lookalike modeling of direct mail audiences, ZIP-level geotargeting and Viant-led retargeting.

This tailored approach enabled each of MissionWired's advertiser clients to optimize media by donor lifecycle stage—whether engaging lapsed donors or bringing in net-new supporters.

SOLUTIONS LEVERAGED

Wiland Integrated and Custom Audiences

VIA NT.

wiland

 **MissionWired**

RESULTS

\$39.96

ROAS

Holocaust Memorial
Organization

\$6.33

ROAS

Global Jewish Advocacy

\$2.37K

ROAS

Jane Goodall Institute

500K

**REVENUE (FROM
\$26.8K SPEND)**

San Francisco-Marin
Food Bank

viantinc.com