



How a Nonprofit Used Facebook Messenger Ads to Quantify and Enhance User Experience

a Facebook ads case study

Philanthropy University

Nonprofit Learning Platform

 webmechanix

Introduction

Philanthropy U is a nonprofit learning platform that offers a comprehensive list of courses to nonprofits. They needed help reaching nonprofits and obtaining more registrations, so they teamed up with WebMechanix. Together, we decided to use Facebook messenger ads to nurture cold leads since messaging was a less crowded, effective marketing channel. But they didn't know that these ads would also improve the registration process's user experience by addressing prospects' concerns.

How We Did It

First, we interviewed the marketing manager (since she handles social media comments) and analyzed their FAQ to find common problems that people ask about.

If a lead didn't finish registration, an ad would appear with the button "Click to Message" to start a conversation. Once they click, prospects get a message with a list of common issues they could choose from (as shown in the image), which automatically delivers an answer based on their choice:

2,920

conversations at 85 cents each

95.7%

of conversations were with new people

150

additional registered accounts in 6 weeks



Philanthropy University

Typically replies within a day

Hi Charlee! We see you have not finished your registration. Can we help?

Are the courses really free? ➤

Do you offer a certificate upon course completion? ➤

I am interested! How do I sign up for Philanthropy University? ➤

I am no longer interested. ➤



The above image shows the four choices a user can click. With UTM tracking, we identified which clicked questions resulted in the most completed registrations. We also found that 40% of users selected more than one of the four choices. We discovered that people were most concerned about if the courses were free and delivered anything tangible; they wanted a certificate to show their bosses and future employers. Subsequently, we tested messaging to make it clear that courses were free and offered a certificate.

Once a prospect clicks a messenger ad, we can target them later with sponsored messages, which we used to get prospects to finish registration.

Discoveries

In total, Philanthropy U used Facebook messenger ads to get 154 prospects to complete registrations after they abandoned the process.

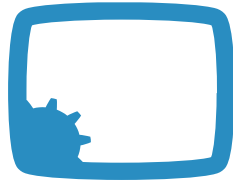
Of the 3,000 messages started, 2,795 were people who had never messaged us. And we obtained 3,900 replies (any click or message counts as a “reply”) from these conversations. Our discoveries and updates reduced confusion, which will help bring down conversion costs.

The Bottom Line

Philanthropy U successfully used Facebook messenger ads to bring back cold leads and gather critical information on their concerns. By uncovering and addressing pain points with messenger ads, we got more people to finish registration than before. Trying a new feature before it gets too crowded is a great way to get great results at an affordable cost, which is what this nonprofit did successfully.

“Their talented team is extremely bright and knowledgeable about the latest in digital marketing. They are invested in building long-term relationships with their clients, and it shows. WebMechanix tops my list of high-performing digital marketing agencies and I seize any moment when I can recommend them.”

– Paige Dearing, Director of Marketing



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