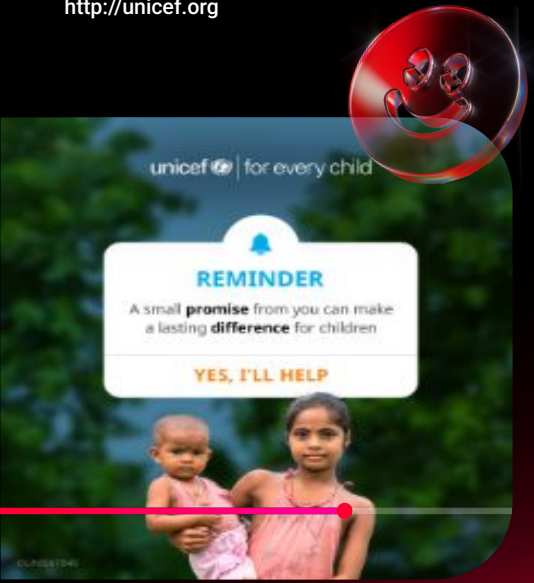
India

unicef | for every child

UNICEF boosts conversions by *58%* using Demand Gen to drive engagement and action

Donations and charity

http://unicef.org



The Challenge

UNICEF is committed to upholding the rights of every child, protecting them from harm and all forms of discrimination, and helping them grow up safe, healthy and schooled so that they can reach their full potential. UNICEF was looking to use YouTube's video-based inventory to encourage people to partner through donations, offer to volunteer, or work with the organization. There was a need to drive engagement and strengthen consideration for the cause: solving issues affecting children.

The Approach

UNICEF made the most of Demand Gen to drive awareness for UNICEF's "Promise to Children" ring campaign. The strategy followed best practices and rolled out creative assets to relevant audiences, highlighting UNICEF's work in advocating for children's rights and helping millions of them to survive and thrive across India.

The Results

Demand Gen drove amazing results for UNICEF, contributing 58% to the total conversions at a 15% lower CAC (Customer Acquisition Cost) in comparison to other campaign types. Demand Gen achieved an interaction 2pp higher versus Search at a 40% lower CPC (Cost Per Click). Encouraged by these results, UNICEF plans to scale Demand Gen efforts to meet its objective.

Disclaimer: UNICEF does not endorse any company, brand, product, or service.

"Demand Gen helped in reaching and informing relevant audiences on child rights, strengthening our donor and supporter base and cost-efficiently helping raise awareness on UNICEF's work for children in India. UNICEF will continue exploring the partnership to meet outreach and engagement objectives."

Kunal Kapoor
Fundraising Specialist, UNICEF India

15%	58%	40%
Lower CAC versus Search and Performance Max	Demand Gen's contribution to conversions	Lower CPC versus Performance Max

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
Demand Gen for Lead Gen

YouTube