



CASE STUDY

VANCO

 **AUGURIAN**

CASE STUDY: VANCO



THE CLIENT ›

Vanco, a payment processing company that offers payment solutions and administrative software to simplify transactions and ease administrative burdens for faith-based groups, nonprofits and schools.

THE CHALLENGE ›

Vanco needed to generate more quality leads for their faith-based e-giving program, GivePlus. The company also needed to improve its ability to effectively track digital marketing efforts.

THE SOLUTION ›

THE APPROACH

was to learn as much as possible from Vanco's existing marketing by immediately:



Implementing tracking



Improving existing tracking



Optimizing segmented lists for retargeting

AUGURIAN ANALYZED THE RESULTING DATA

six weeks before determining what types of content to create and which platforms to use. Augurian continued to review analytics and work with GivePlus' content expert to effectively utilize the list, track leads and lead sources in HubSpot, assess the impact of ads and arrive at the MQL measurement and cost per MQL. Augurian then rolled out a full digital strategy, leveraging Vanco's strong institutional knowledge about faith-based organizations' giving journeys to optimize ongoing outreach.

AUGURIAN ALSO HELPED VANCO



Improve landing pages



Develop a robust Facebook strategy



Use HubSpot to build out segmented contact lists



Retarget individuals with content relevant to their journey

THE RESULTS:

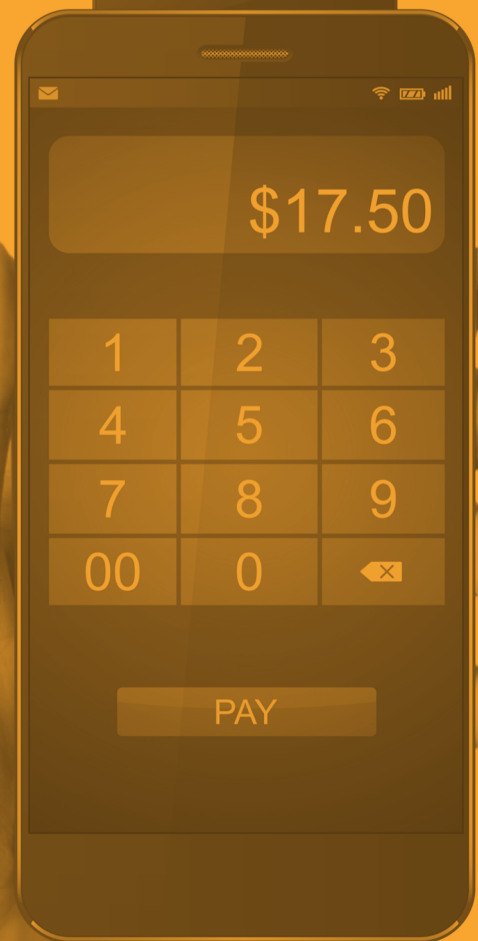
OVER ONE YEAR THE LEAD VOLUME

MEASURED AS MARKETING QUALIFIED LEADS (MQL)
defined as a lead that had reached a predetermined
score in Vanco's CRM increased by

↑ **259%**

PERHAPS more importantly, Augurian's
discovery process and data analysis helped Vanco
develop a deeper understanding of the traits and
behaviors of GivePlus' target audience. The team is
now more confident in their marketing investments
and is able to employ a more tailored bidding strategy
on Google Ads.

THE EDUCATIONAL content
Vanco created for prospects and customers helped
congregations achieve a 70% increase in e-giving.
This success among Vanco's userbase ultimately led
to an increase in sales. Vanco has now become the top
choice for faith-based organizations and they recently
acquired a handful of brands in other markets to
continue their incredible growth.



"Within three months, we got a record amount of marketing qualified leads from PPC. Augurian has been instrumental in helping us significantly lower our cost per conversion. With the savings, we've been able to invest our advertising dollars in new platforms and continue to see impressive growth month over month."

Jordan Meyers, Conversion Marketing Specialist, Vanco



↑ 259%

INCREASE IN MQLs
YEAR-OVER-YEAR

↑ 70%

CONGREGATIONS REPORTED
INCREASE IN E-GIVING

Have confidence in your digital marketing investments.

Ready to revolutionize your digital strategy and
achieve strong, sustainable growth?

LET'S TALK

CALL 612-294-8754

11 4TH ST NE #201

MINNEAPOLIS, MN 55413