

# Non-Profit Home Lottery

## CASE STUDY

A reputable non-profit home lottery brand was facing an ongoing challenge of reduced lottery sales. They approached the Postmedia team to improve visibility and sales while lowering the acquisition costs.

## STRATEGY

After an in-depth analysis, the Postmedia team formulated an integrated strategy to target ticket buyers using multiple platforms with the goal of achieving the lowest cost per acquisition.

The approach was to keep the brand top of mind through high funnel tactics like digital display ads, fostering engagement with content, using remarketing to turn readers into buyers and leveraging programmatic display to drive potential ticket buyers through the purchase cycle.

### KEY SOLUTIONS

#### On-Network Display

- Leveraging the Postmedia network, high performing ad units were displayed.

#### Content

- 1X Sponsored Content in Edmonton Journal
- Content promotion via content driver ads, on network tile ads and social amplification on Facebook page
- Brand sell ads on story pages

#### Programmatic Display

- Tactics focused on custom intent: competitor targeting, lookalike and retargeting
- Targeted search keywords

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## RESULTS

Regular monitoring and weekly optimizations via real-time insights improved the overall campaign performance resulting in higher hard conversions and lower cost per conversion month over month. The campaign was successful in generating 9,200+ purchase conversions with a low cost per-acquisition

# 9,200+

TOTAL PURCHASE  
CONVERSIONS

# \$1.66

COST PER PURCHASE  
(2:41 vs 1:43)

# 10x

CTR DISPLAY ADS  
(.84% vs 0.08%)

# 1.4x

AVERAGE TIME SPENT  
ON PAGE  
Postmedia average (3:37)

# 2x

CONTENT DRIVER ADS  
CTR  
Postmedia benchmark\*  
(1.21% vs .58%)

# 5x

BRAND SELL ADS CTR  
Industry average  
(1.03% vs 0.20%)

\* Benchmark for Charity & Non-Profit vertical