

Case Study

Digital Marketing Helps Canadian Breast Cancer Foundation See Donations Increase by 700%



Cancer is a disease that touches everyone. Using the power of Digital Marketing to educate, raise awareness and secure funds for research is a critical strategy for the Canadian Breast Cancer Foundation (CBCF). But fundraising is a competitive business. The question was how to reinvest in the right digital assets to get above the noise?

About CBCF

Since 1986, the Canadian Breast Cancer Foundation has been at the forefront of a nationwide movement to raise awareness and mobilize action on breast cancer. Today, the Foundation is the leading organization in Canada dedicated to creating a future without breast cancer. Their investments in vital research, education and health promotion programs have led to progress in breast cancer prevention, diagnosis, treatment and care.

CBCF's Challenges

As the Foundation's growth surged and the existing website could no longer keep pace with the demand for information, it became apparent that the time had come to redesign and update its online experience. Searching for a solution that would bring together the regional flavour of the Foundation but under the single, powerful brand that is known across the country, the CBCF looked for a robust and scalable solution to meet their needs.

The Solution

Marrying a solid architecture with an elegant design, incorporating A/B user testing methods to validate user behaviours and embedding top SEO strategies, the CBCF made a huge leap forward in attracting donors, and raising awareness about breast cancer. With a cohesive web presence that weaves the four regional offices together under the unified brand of the CBCF, donors were staying on the website longer, reading more content, returning more often, and responding to the call for donations by committing their dollars.

The Rewards

With the new Website and Digital Marketing Strategy, CBCF has realized some astounding results such as:

- Traffic from referral websites skyrocketed – from 2,343 per month to 8,421 per month after the new site launched.
- The site was voted best SharePoint site by TopSharepoint.com, recognized by users for its creativity, design, and usability.
- Most importantly, twice as many people show up, they read twice as much, they stay twice as long and they donate 700% more.

