

care2 makes a difference with Pontiflex

About care2

The Internet has helped non-profits across the world operate cost-effectively and recruit people to their cause. We see it all around us – the presidential campaigns have www as the first stop on their campaign trail, UNICEF connects us intimately through pictures and videos to the far corners of the world and Kiva delivers on the promise of making each and every one of us a microfinance lender.



care2 is the web's largest online community that brings together non-profits with people that care about making the world a better place. With over 5 million member visits a month (Quantcast, April 2008) and a directory of over 70 not for profits, the care2 community is large and growing exponentially every day.

care2's challenge

care2 works with a majority of the world's largest non-profits across 40 categories - including environmental groups (Greenpeace, Sierra Club), animal welfare groups (ASPCA, World Wildlife Fund) and political groups across the entire political spectrum.

Care2's primary challenge is to collect leads (contact information) of people interested in causes and deliver this information to the non-profit organizations in an efficient manner. In addition, on many occasions, members organize and sign petitions on the care2 website. care2 has to collate this information and send the responses to the relevant governmental leaders and institutions.

But this was easier said than done.

"Managing the delivery of lead data to non-profits was proving to be a challenge for care2," says Joe Baker, Senior Director of Advocacy at care2.

Each non-profit had its own system to receive lead data. The care2 technical team had to set up the lead delivery for each non-profit from scratch.”

Allocating technical resources to setting up each lead delivery was proving to be a costly proposition for care2.

To compound matters, each non-profit organization had its own requirements in terms of how they wanted to receive lead data. Some wanted data sent to them by email. Others wanted a real-time server to server transmission. Some organizations relied on batch uploads from FTP transfers to update their membership files.

Also, the frequency of delivery varied from company to company, as did the data security requirements – i.e. certain non-profit organizations needed data to be encrypted during transmission.

care2 urgently needed a solution that could automate the delivery of lead data to all non-profits – in the formats, specifications and frequencies they needed.

It was not feasible for care2 to allocate costly technical resources to pull data, package it and send it to each non-profit via email or FTP. Nor was it cost-effective to integrate their system with the CRM systems of their clients, a process that could take days, or even weeks.

That’s when care2 turned to Pontiflex.

care2 makes a difference with Pontiflex

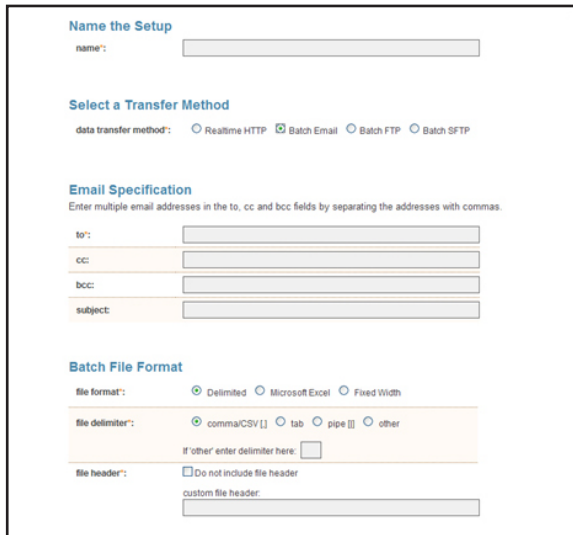
Pontiflex is the industry’s only open and transparent Cost-per-Lead market. Advertisers, agencies and publishers use Pontiflex AdLeads™ to connect with each other and buy and sell leads to grow their e-newsletters, direct mail lists, community site membership and other member acquisition programs. Simply by getting listed on Pontiflex AdLeads, publishers can get connected to a new world of advertisers and increase online advertising revenue.

"We're definitely seeing ROI...we're going to see more"

*- Joe Baker
Senior Director, Advocacy*

Pontiflex AdLeads' proprietary data transfer technology allowed care2's clients to specify how they want to receive lead data from publishers. They could choose to receive lead data by email, HTTP Post or FTP. They could specify how often they want to receive lead data. In addition, Pontiflex AdLeads also enabled care2 clients to select varying levels of data security and encryption.

Advertisers can do all of the above using simple and intuitive drop down menus. Pontiflex AdLeads reduces the campaign set up and management from two days to as little as fifteen minutes.



The screenshot displays a web-based configuration interface for Pontiflex AdLeads. It is organized into four main sections:

- Name the Setup:** A single text input field labeled "name:".
- Select a Transfer Method:** A section titled "data transfer method:" with four radio button options: "Realtime HTTP", "Batch Email" (which is selected), "Batch FTP", and "Batch SFTP".
- Email Specification:** A section titled "Email Specification" with the instruction "Enter multiple email addresses in the to, cc and bcc fields by separating the addresses with commas." Below this are four text input fields labeled "to:", "cc:", "bcc:", and "subject:".
- Batch File Format:** A section titled "Batch File Format" with three sub-sections:
 - file format:** Three radio button options: "Delimited" (selected), "Microsoft Excel", and "Fixed Width".
 - file delimiter:** Four radio button options: "comma/CSV []" (selected), "tab", "pipe ||", and "other". Below this is a small text input field labeled "If 'other' enter delimiter here:".
 - file header:** A checkbox labeled "Do not include file header" (which is unchecked) and a text input field labeled "custom file header:".

In addition to driving efficiencies in the lead delivery process, Pontiflex AdLeads also helps care2 to manage their petitions in a variety of ways. Non-profits can choose to send petitions directly to members of Congress. They can also opt to receive the names and print them out in a large stack of papers – which creates an impressive visual impact at a meeting.

care2 sees results from Pontiflex AdLeads

“We’re definitely seeing ROI, and we’re still rolling it out. We’re going to see more,” says Joe Baker.

He says that Pontiflex AdLeads has not only helped care2 improve efficiencies in the lead delivery process, but also in the job satisfaction levels of his staff. Lead delivery setups were a mechanical and cumbersome process, which didn’t utilize the skills or intelligence of the care2 team. Now, with Pontiflex AdLeads, his staff members can spend their time in writing about causes and mobilizing people around causes – truly making a difference in the world, and in their jobs.

Baker is not alone. During Advertising Week 2008 held in New York, leading Internet marketers identified technology as playing a critical role in removing inefficiencies associated with mundane tasks and driving the growth of the industry as a whole. David Kenny, managing partner of Publicis Groupe’s VivaKi said that “it takes Publicis 44,000 employees to generate \$5 billion in revenue”, and that estimates suggest that “40 percent of the work at Publicis shops takes place doing humdrum tasks.”

“Clients have been really happy with it (Pontiflex AdLeads),” says Mr. Baker. “Some clients want a personal touch. Their delivery needs to be a certain way. Pontiflex AdLeads allows us to be completely flexible. Pontiflex AdLeads also allows us to eliminate email addresses that have bounced before we send the leads on to our clients.”

Baker says that Care2 is expanding the use of Pontiflex AdLeads. “We’d like to get all of our clients onto it. Clients have hooked up Pontiflex AdLeads directly into their CRM systems, which makes lead management simple and efficient.”

About Pontiflex

Pontiflex is the first open and transparent cost per lead (CPL) market. Advertisers connect to interested consumers through Pontiflex and pay only for brand-specific marketing leads, not just clicks or impressions that might never convert.

Pontiflex AdLeads offers publishers, advertisers and agencies a single point of connection for CPL media buying, management and optimization. Because Pontiflex AdLeads is open, advertisers and publishers can use manage all of their campaigns (even those not generated through Pontiflex) for no charge. Because Pontiflex AdLeads is transparent, advertisers can optimize campaigns by mapping leads to their sources and increase returns even further.

Advertisers use Pontiflex to generate marketing leads for their newsletters, direct marketing campaigns, member loyalty programs and vendor-specific sales efforts.

Pontiflex is proudly backed by New Atlantic Ventures and Greenhill SAVP.

Click [here](#) to sign up. If you wish to find out more information, please email us at sales@pontiflex.com or call 1.888.877.3947