



Doing good[™]
through strategic
paid media
and acquisition
campaigns

Paid media is one of the fastest ways to grow your audience and attract new donors.

At Digizent, we design and execute acquisition campaigns that stop the scroll and inspire action utilizing Facebook ads, banner ads, and display ads tailored to your specific goals. Our innovative team pairs compelling offers with eye-catching

visuals and smart targeting strategies to help you reach the right people at the right time. **Whether you're building your list, promoting content, or driving conversions, we help your ads stand out and deliver results.**

The image displays three digital assets for Intercessors for America (IFA):

- Facebook Ad (Left):** Features the IFA logo, a sponsored post header, and the text "America's heart and soul is on the ballot. FREE 2024 Prayer Guide for the Elections". It includes a thumbnail image of the prayer guide and a "Download" button.
- Donation Form (Center):** A "Thank You for Praying for America!" page. It prompts users to find a free resource by clicking a link in the sidebar. The form includes sections for "CHOOSE YOUR GIFT FREQUENCY" (GIVE ONCE or GIVE MONTHLY), "CHOOSE YOUR GIFT AMOUNT" (\$75, \$125, or \$500), and "YOUR BILLING INFORMATION" (Title, First Name, Last Name, Email, Country, Address, City, State, Zip Code, Phone). It also offers a "MAKE THIS A MONTHLY GIFT?" checkbox and a "GIVE NOW" button.
- Banner Ad (Right):** Features the IFA logo and the text "America's heart and soul is on the ballot. Grab Your FREE 2024 Prayer Guide for the Elections". It includes a "DOWNLOAD" button and a thumbnail image of the prayer guide.

Additional text visible in the assets includes:

- "Will world elections bring an unprecedented shift of global power in 2024?"
- "We DECLARE: A Day of Prayer for America" by David Kubal.
- "Prayer is an integral part of the Christian life. Your prayers make a difference—for yourself, your family and friends, and our nation. Please pray about how you can support Intercessors for America and join the national prayer movement our nation desperately needs. Thank you!"

Intercessors For America
Digital Acquisition Campaign

Be seen.
Drive results.
Keep Doing good.™

Paid media is a powerful way to introduce your mission to new audiences and inspire them to take action. Digizent helps you do exactly that with bold, compelling ads designed to drive engagement, acquire leads, and expand your impact.

From standout visuals to smart targeting, our paid media campaigns are built to perform — so your mission gets seen, remembered, and supported.

Whether it's a scroll-stopping Facebook ad or a dynamic display banner, we help you deliver the right message to the right audience, motivating them to sign up, download, give, or get involved.

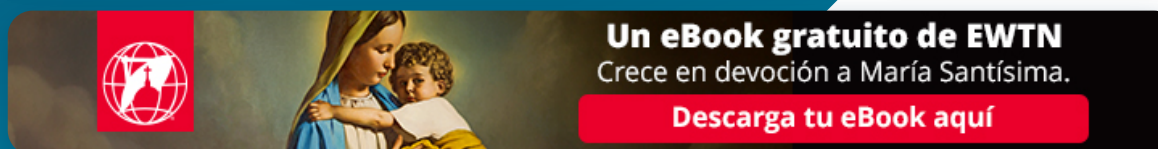
Un eBook Mariano gratuito

Crece en devoción a nuestra Madre Santísima con este eBook descargable gratuito de EWTN, *María, Madre Mía*.

Descarga tu eBook

2025
AVA DIGITAL
AWARDS

GOLD WINNER



EWTN: Mary, My Mother Digital Campaign
Paid media

And underneath it all is the foundation of a good strategy, which in the successful Mary, My Mother Campaign for EWTN Global Catholic Network, **led to more conversions, stronger donor relationships, and a better return on investment.**

Digizent implements successful acquisition campaigns that drive action by ...

01.

Defining clear goals and the audience before spending a single dollar.

We know who to target and what success looks like for your campaign from the start.

02.

Crafting compelling, action-driven creative tailored to your audience.

We use emotional storytelling, strong visuals, and clear calls to action.

03.

Choosing the right platforms for reach and relevance.

We select channels where your audience already spends time and engages.

04.

Monitoring performance and optimizing in real time.

We adjust creative, targeting, and budget based on what's driving results.

05.

Following up with leads and building long-term relationships.

We help you retain new supporters through timely, personalized, and meaningful engagement.

We know how to grow your impact and reach the right audiences.

Digizent's strategic approach, combining targeted messaging, innovative design, and optimized ad spend, will expand your audience, amplify your message, and help your organization continue doing good around the world.



Slavic Gospel Association
Paid Media and Digital Acquisition

Campaign Work Flow

As part of a paid media acquisition campaign for Slavic Gospel Association (SGA), a free inspirational eBook was offered as a resource to help users learn the secrets of powerful prayer. Ads promoting the eBook led to a landing page to learn more about this tool for spiritual growth — and where users could submit their name and email to download. This initial interaction paved the way for users to receive more information about the work of SGA-supported churches to proclaim the Good News of Jesus Christ in former Soviet Nations.



1. Paid Media Ads



2. Name Acquisition Landing Page



3. Thank you Page with Soft Ask



4. Email Journey for Continued Cultivation and Engagement

With each campaign, our goal is to build lasting relationships, not just clicks.



Second Harvest OF THE BIG BEND

What percentage of families in the Big Bend are food insecure?

- A. 6.5%
- B. 8.9%
- C. 11.1%
- D. 13.2%

THE ANSWER IS 13.2%

And as food prices continue to rise, this percentage is bound to increase. But together, we can do something about it.



DID YOU KNOW?

When you make a donation, you enable us to assist those in need right here in our community.

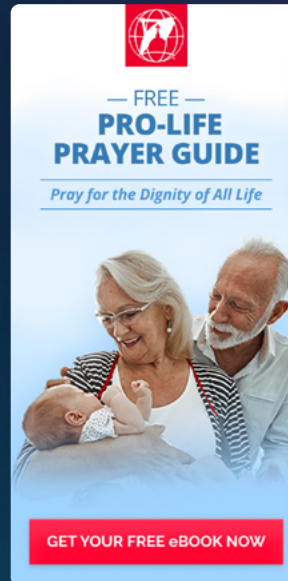
THE SALVATION ARMY



Acércate al Señor esta Cuaresma

Solicita tu eBook de EWTN gratuito

OBTÉN TU COPIA GRATUITA



**— FREE —
PRO-LIFE
PRAYER GUIDE**

Pray for the Dignity of All Life

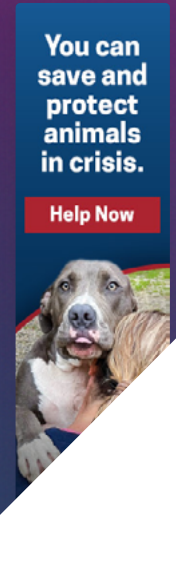
GET YOUR FREE eBook NOW



SUMMER CAMP CAMPAIGN 2024

Churches Need Your Help to Reach Children for Jesus This Summer

SGA



You can save and protect animals in crisis.

Help Now



The Universal Declaration of Human Rights turns 75!

Swipe to learn more about how Children International advocates for **dignity, freedom, and justice for all.**

With your support, Children International focuses heavily on **four key pillars** to ensure children's rights are met:

- Health
- Educational
- Empowerment
- Family

children international



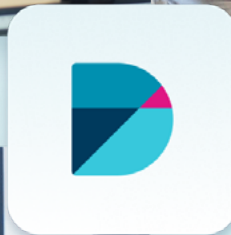
THANK YOU

for you this Thanksgiving

We use like-minded strategies and audience segmentation to reach individuals who share your organization's values and are most likely to connect with your mission.

Once new names are acquired, Digizent can help nurture those leads through automated email drips — boosting awareness, driving fundraising, and strengthening relationships.

Doing good.[™]
means using our
skills to help you
fulfill your mission.



Results reach far beyond clicks and conversions. They touch lives, build futures, and shape a better world. That's **Doing good.**[™]

Let's explore how you can do even more good with Digizent on your team.



Dallas, Texas | Cholula, Puebla

Contact Us

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