



YASHOVA

CASE STUDY

Helping Hands Foundation

₹30 Lakhs in 60 Days. 4.5X ROAS.

How Yashova built the fundraising infrastructure that turned ad spend into verified donation revenue.

Client: **Helping Hands Foundation** Channel: **Meta Ads** Timeline: **May – June 2026**

CAMPAIGN AT A GLANCE

₹30.1L Donations Collected <i>11,246 captured payments</i>	4.5X Return on Ad Spend <i>ROAS — verified</i>	265K Unique Reach <i>People reached</i>	2.8% CTR (All) <i>Industry avg: 0.8–1.5%</i>
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MOST DONATION CAMPAIGNS FAIL BEFORE THE FIRST AD RUNS

Most people think donation campaigns fail because of budget. Spend more, reach more people, write a more emotional caption — and the money follows. **That assumption is wrong, and it is expensive.**

When we started working with Helping Hands Foundation, we did not see a budget problem. We saw a cause genuinely worth funding — real impact, real beneficiaries, a team that cared deeply about the work. What we also saw was near-zero infrastructure to convert that goodwill into actual donations.

That gap — between a meaningful cause and the systems needed to fund it — is where most NGOs quietly lose donor intent. Not because people do not care. But because the path from 'I want to give' to 'I gave' is broken, invisible, or simply not built.

Over 60 days, we built that infrastructure from scratch. Here is exactly how we thought about it — and what the numbers showed.

WHAT WE FOUND WHEN WE AUDITED THE SETUP

Before writing a single ad or setting a rupee of budget, we audited three things: the website, the tracking stack, and the prior campaign data.

The website existed. It told the organisation's story. It had a donate button. But it was built like an about-us page — informational, not transactional. An informational site assumes the visitor already trusts you. A conversion-optimised site understands that most visitors arrive with interest but not yet conviction, and trust must be built on the page itself, before the ask.

The tracking stack was incomplete. Meta Pixel was installed, but the Conversion API was absent. That gap means a campaign optimises on roughly 40–70% of actual conversion data. Every budget and creative decision is being made based on an incomplete picture.

The prior campaign data confirmed it. Cost per payment on the early campaigns sat at ₹175.61 and ₹193.07. Not catastrophic — but that is what over-spend on incomplete data looks like. The cost per result on the scaled Advantage+ campaign later dropped to ₹85.48. That difference is almost entirely a data quality story.

WHAT WE BUILT — AND WHY IN THIS ORDER

1. Website and Landing Page Optimisation

We restructured the donor journey around a single question: what does a first-time visitor need to see, read, and feel before they are willing to enter their card details?

The answer is not more information. It is a specific sequence — credibility signals first, then emotional resonance, then a frictionless ask. Every additional step between intent and completion kills conversion rate. We simplified the flow, shortened the form, and made the CTA impossible to miss.

This work came before any ad spend. Sending paid traffic to a poorly converting page is not a traffic problem. It is a funnel problem that advertising only makes more expensive.

2. Meta Pixel + Conversion API (CAPI) Setup

We implemented the full dual-tracking stack: server-side Conversion API alongside the browser-side Pixel, with custom events tied to every meaningful donor action — page visit, donation initiation, completion, thank-you page view.

Why CAPI matters for donation campaigns

- Browser Pixel alone misses 30–60% of conversions due to iOS privacy restrictions
- CAPI sends conversion data server-to-server, bypassing browser limitations entirely
- Better data quality = sharper algorithm training = lower cost per donation
- The CPR drop from ₹175.61 → ₹85.48 across this campaign is largely a data quality story

Setting up the tracking stack is unglamorous work. Nobody posts screenshots of their CAPI event configuration. But it is the foundation every other optimisation sits on — and skipping it means every rupee of ad spend works with a handicap.

3. Creative Strategy — Specificity Over Sentiment

Donation campaigns are not like e-commerce campaigns. You are not selling a product. You are asking someone to part with money in exchange for nothing tangible for themselves. That requires a fundamentally different creative approach.

Our creative principle: Specificity beats sentiment. Every time. Generic appeals — 'Children are suffering. Please help.' — create sympathy but not urgency. Specific stories, specific numbers, and specific outcomes create the sense that this donation, right now, will do something real.

We tested across static images, short-form video, and carousel formats, because donor psychology is not uniform across age brackets and prior giving behaviour. The creative that resonated with a 45-year-old professional was not the same one that worked for a 28-year-old first-time donor.

THE NUMBERS — WHAT THE DATA SHOWED

Campaign-Level Metrics Overview



Fig. 1 — Meta Ads Manager: Reach · Frequency · CTR · CPC across the full campaign period

A CTR of 2.8% for a donation campaign is strong. Industry benchmarks for social cause campaigns sit between 0.8% and 1.5%. A 2.8% rate means the creative is stopping people mid-scroll and making them want to know more. Frequency of 2.2 is the right zone — below 1.5 you rely on a single impression; above 3.5 fatigue sets in. CPC of ₹12.54 against a donation value that needed to exceed ₹56 per click to sustain 4.5X ROAS meant the campaign ran at a healthy efficiency margin throughout.

Campaign Performance Breakdown

Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent
☐		Off	—	86 Payment	₹175.61 Per Payment	₹1,000.00 Daily	₹
☐		Off	—	43 Website purchases	₹193.07 Per Purchase	₹600.00 Daily	₹
☐		Off	—	25 Website purchases	₹242.34 Per Purchase	Using ad set bu...	₹
☒		Active	—	22 Website purchases	₹85.48 Per Purchase	₹600.00 Daily	₹
☐		Off	—	10	₹158.50	₹400.00	₹

Fig. 2 — Meta Ads Manager: Campaigns · Results · Cost per result · Budget · Delivery

Reading the cost-per-result column in sequence tells the story of how structured testing produces compounding efficiency.

Campaign	Objective	Results	Cost / Result	Budget	Note
Campaign A (Off)	Payment	86	₹175.61	₹1,000/day	Early baseline
Campaign B (Off)	Website Purchase	43	₹193.07	₹600/day	Audience test
Campaign C (Off)	Website Purchase	25	₹242.34	Ad set bdgt	Creative test
Campaign D (Active)	Website Purchase	22	₹85.48	₹600/day	Best CPR — scaled
Campaign E (Off)	Website Purchase	10	₹158.50	₹400/day	Broad/no-audience

The scaled Advantage+ campaign achieved ₹85.48 cost per purchase — less than half the cost per result of the first campaign. The improvement is not just creative. It is the algorithm trained on clean CAPI data, finding the donor cohort that earlier tests mapped out.

Budget Architecture — Why CBO at Scale

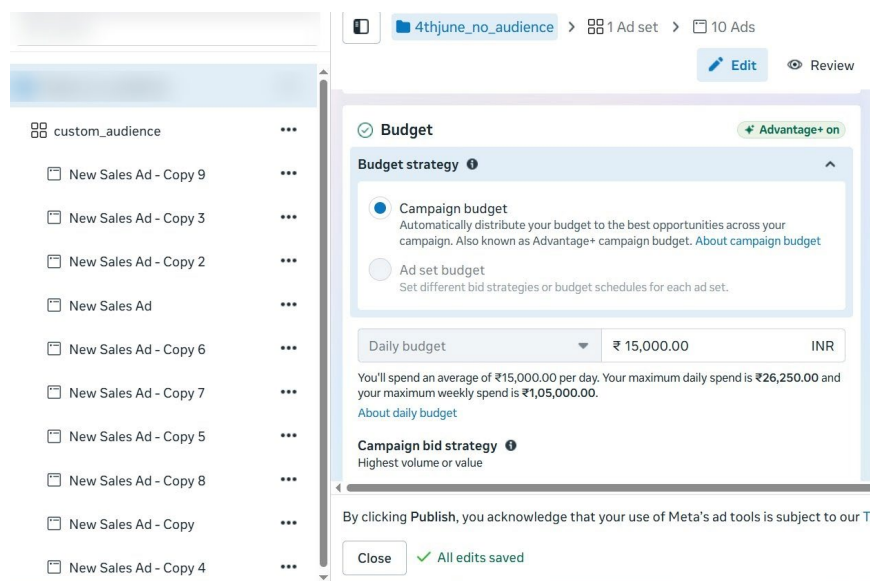


Fig. 3 — Campaign budget: ₹15,000 daily · Advantage+ CBO · Highest Volume bid strategy

Budget decision rationale

- CBO distributes spend dynamically to highest-performing opportunities in real time
- Maximum daily spend ₹26,250 | Maximum weekly spend ₹1,05,000
- Donor intent clusters around specific time windows — CBO captures them; rigid budgets miss them
- Highest Volume bid strategy appropriate for cause campaigns with variable donation amounts

Ad-Level Spend Distribution

Pivot table		Ungroup breakdowns		Reset column widths		Format	Customize
Campaign name	Ad set name	Account name	Ad name	Amount spent	Schedule		
		All	All	₹29,846.71	—		
		All	All	₹26,252.08	May 4, 2026 – Ongoing		
		Helping hands foundation	All	₹26,252.08	May 4, 2026 – Ongoing		
			4th_3	₹23,611.74	May 4, 2026 – Ongoing		
			4th_2	₹1,459.30	May 4, 2026 – Ongoing		
			4th_1	₹639.17	May 4, 2026 – Ongoing		
			4th_4	₹541.87	May 4, 2026 – Ongoing		
		All	All	₹3,594.63	May 11, 2026		
Total results				102	₹7,11,4017.18		
50 to 150 of 50 rows displayed				Total	Total spent		

Fig. 4 — Pivot table: Ad-level spend · ₹7.11L total · CBO winner selection

Within the primary campaign, one ad absorbed approximately 90% of the budget — ₹23,611.74 — because it was outperforming the other three on every metric. The remaining three received ₹1,459.30, ₹639.17, and ₹541.87 respectively. This is CBO working correctly. You do not manually shift budget to the winner. You structure the campaign so the algorithm identifies and rewards it.

VERIFIED: PAYMENT GATEWAY CONFIRMATION

Every number in this case study is verifiable. The figure below is pulled directly from the Razorpay dashboard — **₹30,11,507 collected from 11,246 captured payments, zero disputes.**

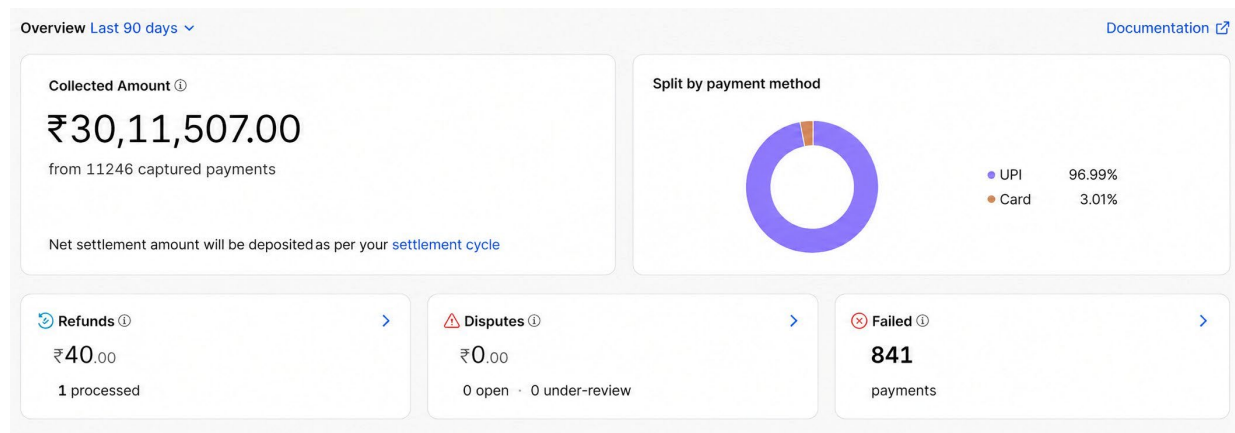


Fig. 5 — Razorpay dashboard: ₹30,11,507 from 11,246 payments · Zero disputes · 96.99% UPI

₹30,11,507 Collected Amount <i>Razorpay — verified</i>	11,246 Donor Transactions <i>Captured payments</i>	₹0.00 Disputes <i>Zero chargebacks</i>	96.99% Paid via UPI <i>Mobile-first audience</i>
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96.99% of donors paid via UPI. That is not just a payment method data point — it tells you exactly who the donor audience is: mobile-first, making decisions quickly. The creative and landing page strategy was built for this behaviour — fast-loading, frictionless, UPI-first checkout.

Zero disputes across 11,246 transactions means the donor journey was clear enough that nobody felt deceived or confused. Trust, maintained all the way to the payment confirmation screen. One ₹40 refund on a single transaction — compared to 2–5% refund rates in typical performance campaigns — is as clean as it gets.

RESULTS SUMMARY

Metric	Result
Donations Collected (Razorpay)	₹30,11,507 — verified
Total Donor Transactions	11,246 captured payments
Return on Ad Spend (ROAS)	4.5X
Total Unique Reach	2,65,400 people
Click-Through Rate (CTR all)	2.8% (industry avg: 0.8–1.5%)
Cost Per Click (CPC)	₹12.54
Ad Frequency	2.2 (optimal for trust-building)
Best Cost Per Purchase	₹85.48 (started at ₹175.61)
CPR Improvement	51% reduction over campaign period
Payment Disputes	₹0.00 — zero chargebacks
Dominant Payment Method	UPI — 96.99% of transactions
Campaign Timeline	60 days (May – June 2026)
Total Campaigns Tested	13
Tracking Stack	Meta Pixel + CAPI (dual attribution)
Budget Strategy	CBO · Advantage+ · Highest Volume

WHAT THIS CAMPAIGN ACTUALLY TAUGHT US

Donors are not a different species from customers. Same psychological wiring — trust before they transact, specificity before they commit, frictionless path between intent and action. What is different is the emotional register. The trigger is not desire or status. It is empathy, urgency, and moral identity.

Attribution matters more in nonprofit than in e-commerce. When an NGO makes the case to its board that digital marketing is worth the investment, they need clean data. Pixel-only tracking that misses 40% of conversions does not just affect campaign optimisation — it affects institutional confidence in the entire channel.

Scaling is not about increasing budget. It is about increasing signal quality. When the algorithm has clean data, the right creative, and a validated audience, scaling spend increases results proportionally. When any one of those three things is missing, scaling spend just accelerates waste.

11,246 people chose to donate. Not because the ads were louder. Because the story was specific, the experience was frictionless, and the tracking was clean enough that the algorithm kept finding more people exactly like them.

Services Delivered

Service	What It Delivered
Website Development & Optimisation	Rebuilt donor journey for conversion
Meta Pixel Implementation	Full custom event tracking setup
Conversion API (CAPI)	Server-side attribution accuracy
Meta Ads Management	13 campaigns · structured testing
Content & Creative Development	Emotional storytelling · multi-format
Performance Marketing Strategy	Audience hypothesis → test → scale
Funnel Optimisation	Landing page + donation checkout flow
Audience Testing	Broad · Lookalike · Advantage+ variants



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