



Case Study: SITE Foundation Auction 2.0

55% increase in funds raised

Brojure transformed package marketing materials for the SITE Foundation's annual fundraising auction. The auction needed a marketing solution that successfully showed off the vibrant destinations, hotels, and activities each package offered.

Past years' materials involved PDFs—heavy on text, light on visuals. Brojure digitized their packages and used images, GIFs, and video to vividly communicate the inclusions, terms, and starting amounts of the packages.

Hosted on the account's public microsite, the digital packages were organized by region and experience type. Using Brojure's digital solution, packages could be shared and promoted before the LIVE auction and highlighted throughout the silent auction. Package data could be tracked with Brojure's analytics and were easily linked to a BidPal bidding site.

PAGE VIEWS: 64,460

SESSIONS: 5957

BOUNCE RATE: 4.57%

AVERAGE SESSION DURATION: 6.5 min

AVERAGE TIME ON PAGE: 18 sec

AVERAGE PAGERS PER SESSION: 22.22

DAY-OF LAUNCH UNIQUE VIEWS: 760