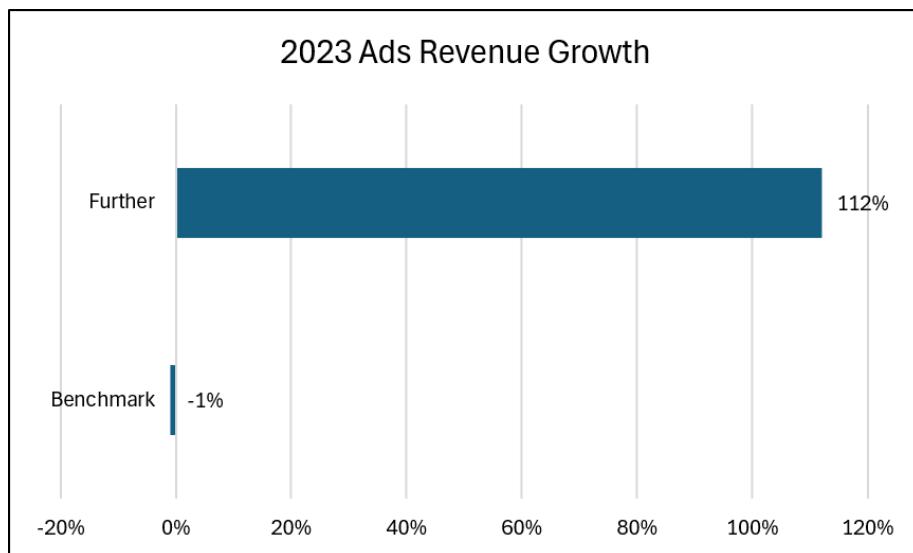




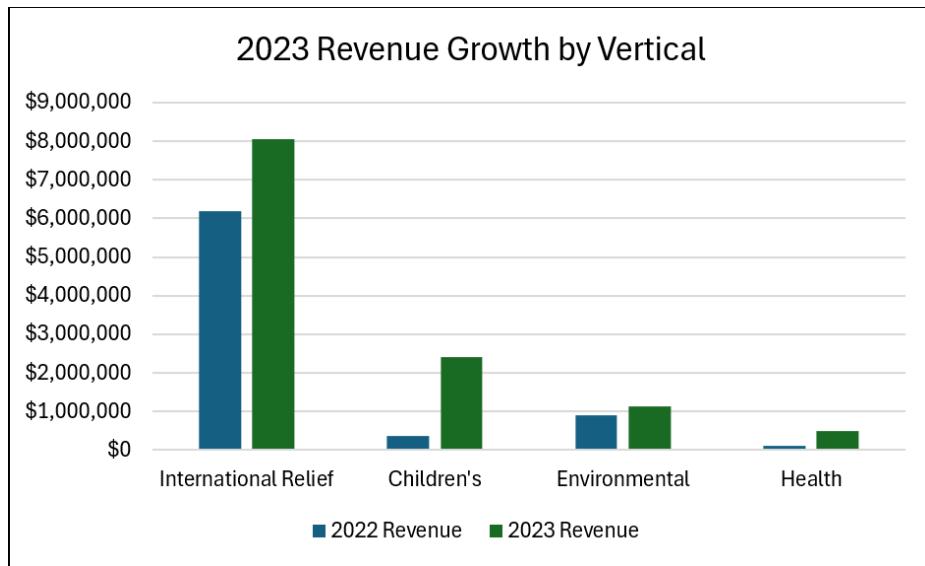
## Benchmark Comparisons: Industry Leading Results

The 2023 M+R Benchmarks report was released earlier this year, and as always, Further was eager to see how our clients compared!

Like past years – our clients were ahead of key benchmarks. Further clients saw a median 112% growth in ads revenue year-over-year, while M+R benchmarks reported revenue close to flat (-1%). Further clients also achieved a median \$1.28 ROAS on paid ads!



Clients from many verticals saw impressive growth (see below). International Relief organizations reached new heights in 2022 after the Russian invasion in Ukraine – and momentum didn't slow down in 2023. While M+R Benchmarks reported a median decline of -7%, our International Relief clients saw their revenue grow by 30% year-over-year.



Our strategy is straightforward: we follow the data. Across every program's vertical, not just International Relief, we leverage a nimble strategy that allows us to seize opportunities quickly, and pivot seamlessly when needed. But don't just take our word for it...

”

For a span of three years, Further served as the digital agency of record for Toys for Tots (...) Their performance over this period was **consistently outstanding**. However, managing multiple partners across digital advertising, email campaigns, and direct mail posed challenges for our small staff in maintaining cohesive messaging. Consequently, we decided to consolidate these services with a single partner.

Regrettably, after this transition, we witnessed a decline in performance and swiftly realized the value of our partnership with Further. The subsequent year, we re-partnered with them, and once again, **Further surpassed our expectations**. Despite the wider decline in fundraising among non-profits in the post-Covid era, Toys for Tots achieved **record-breaking performance** in digital advertising, thanks to Further's expertise.

(...) Notably, **revenue reached an all-time high**, and Further demonstrated exceptional collaboration with our other partners, ensuring synchronization across various channels. Their deep understanding of the digital landscape proved instrumental in **propelling our organization forward** (...).

- Col. USMC (Ret) Ted "Migs" Sylvester, VP, Marketing & Development, Toys for Tots

Three organizations signed on as new clients with Further this year and achieved remarkable growth. Median ROAS skyrocketed from \$1.45 to \$4.42, while revenue nearly tripled from 2022 to 2023. The results speak for themselves!



Ready to see results like this for your program? [Contact us today](#) and we'll get back to you shortly to see how we can improve your fundraising, together.