



Benchmark Comparisons: Industry Leading Results

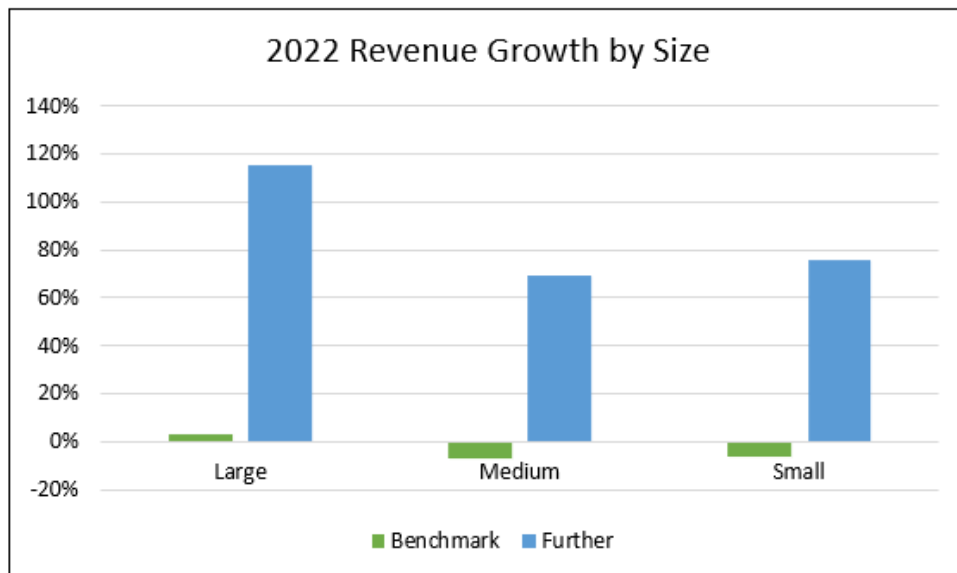
The 2022 M+R Benchmarks report was released in Q1 2023 and Further was of course eager to see how our clients compared.

As it turns out, and similar to past years, our clients were quite pleased!

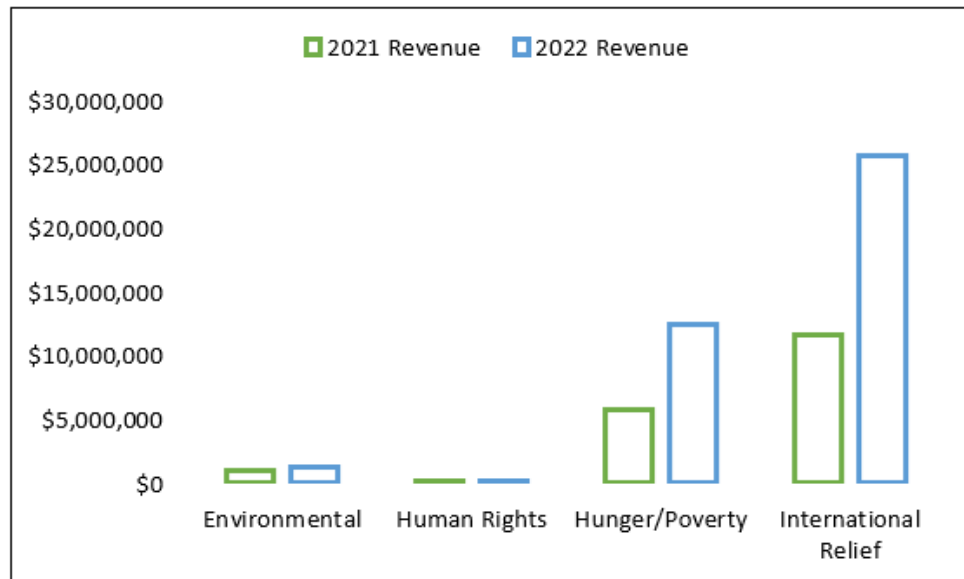
	Benchmark	Further Clients	Variance
1x Revenue	-12%	113%	111%
Search ROAS	\$2.75	\$2.96	7%
Meta ROAS	\$0.50	\$2.80	82%
Display ROAS	\$0.33	\$5.24	94%
Video ROAS	\$0.13	\$0.50	74%

Clients of all sizes saw growth (see below), and Further-managed clients outdistanced by a large margin. It's worth noting that the large client growth is over-emphasized due to the International Relief sector and the invasion of Ukraine, and that these clients invested more in digital ads in 2022 based on benchmark-beating historical results.

However, International Relief groups in the benchmark data set also had the Ukraine tailwinds for fundraising and may have also been investing more in paid ads.



Not only was 2022 an impressive year versus benchmarks, our clients made great strides in their own right, compared to prior year success.



Our philosophy is simple – follow the data. We leverage a nimble strategy across every client that ensures we can strike when the opportunity is there, and quickly pivot when it is not.

Several members of the Further team can be found at Bridge this year! We'd love to chat more about our success and how your program could see similar outcomes.

You can hear us speak:

- YOU Can Have Success Fundraising with YouTube
 - **Date:** 8/3
 - **Time:** 8:45 AM
 - **Location:** Maryland 3-4
- The Fundraiser's Achilles' Heel: The Lack of Effective Revenue Attribution Reporting is Stunting Your Growth Trajectory!!
 - **Date:** 8/3
 - **Time:** 11:30
 - **Location:** Maryland 1-2
- Tried and True Tips for Engaging Hispanic Audiences
 - **Date:** 8/4
 - **Time:** 8 AM
 - **Location:** Chesapeake 10-11