

Raising Funds and Driving Consideration for Feeding America



Campaign Goals

Feeding America is the nation's largest domestic hunger-relief organization, working to connect people with food and end hunger. They selected eBay to produce a Community Selling Campaign designed to raise awareness and funds for their organization and mission. The campaign encouraged people to sell items on eBay with a portion of proceeds benefiting Feeding America.

Campaign Strategy

A customized profile page was created on eBay, featuring details about the campaign and links to drive selling. A variety of promotional elements and social media support on eBay drove additional traffic to the charity page and increased visibility of the campaign.

Campaign Tactics

To maximize conversions, eBay used audience targeting to reach Sellers with high-performing ROS placements. Additionally, high impact ad units on Sign Out, My eBay, and Homepage were used to drive awareness and elevate their message.

Campaign Impact

8.4M
total impressions

229%
increase in Sellers during campaign

0.26%
campaign CTR

Over 124,000 meals were provided through the Feeding America network with campaign-generated funds.

On average, the eBay Seller segment listed

132,060
total listings generated,

16,834
total visits to the Feeding America landing page

7x
more new listings than the non targeted control group

444
total sold items

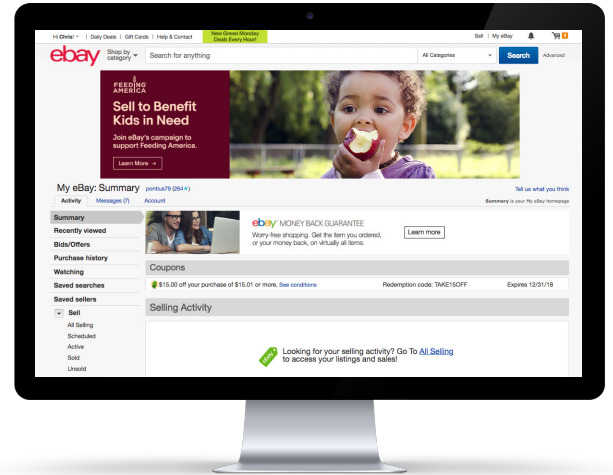
Brand Impact

45%
increase in consideration

11%
increase in brand preference

16%
increase in recognition

60%
increase in advertising awareness



“The impact of this campaign with eBay truly demonstrated the value of the platform, their audience targeting, and the Seller community. Reaching these dedicated supporters to raise more funds for our mission would not have been achievable through other means.”

Elizabeth Nielsen
SVP of Direct Marketing & Digital Engagement