

Nextbook.org

Capacity Interactive Inc. is an eMarketing consulting firm for culture and the Arts. Representing Nextbook.org, a non-profit organization focused on Jewish literature, culture and ideas, Capacity Interactive decided to advertise on Facebook to target Nextbook's very precise audience. Nextbook.org commissions books on Jewish themes, sponsors public lectures, readings, and performances in cities around the country, and publishes an online magazine.

Objective

Nextbook.org wanted to drive relevant traffic to their website and ideally have users sign up for their email list.

Solution

Facebook Ads allowed Nextbook.org to target their precise audience - people who indicated they were Jewish and/or interested in Jewish culture.

“When I first saw the results on my analytic reports, I was amazed at how well our Facebook Ads converted. Facebook is by far Nextbook's most effective CPC marketing channel!”

—Erik Gensler, Capacity Interactive Inc.

Online Jewish Magazine



Nextbook.org is your online hub for Jewish culture, literature, and ideas. A new read on Jewish Culture!

Results

The first week of the Facebook Ads campaign, Nextbook saw a 13% conversion rate from Facebook users versus their 1% average from other channels.

They continue to see 7x their average conversion rate from Facebook users.