

**IT GETS  
BETTER  
PROJECT**



“We’ve worked hard to build a passionate audience who believes in our mission. Curating content is a key part of fostering that passion, but it was challenging to collect emails from the external content we curate. Now we can. The entire process is incredibly easy and the results have far exceeded our expectations.”

~Brett M. Peters, *The It Gets Better Project*

## THE MISSION

The It Gets Better Project is a non-profit with a powerful mission, to communicate to lesbian, gay, bisexual and transgender youth around the world that it gets better, and to create and inspire the changes needed to make it better for them. A top goal for 2017 was to drive those that believe in their cause to sign their new pledge, and opt-in to their email list.

## THE CHALLENGE

As well as driving traffic to their own site, the It Gets Better Project also frequently curates inspirational and creative content from other sites, and shares links to their own content on other channels like Youtube. While their website visits were generating pledge sign-ups, they weren’t able to prompt pledge sign-ups on that curated external content or Youtube videos.

## THE SOLUTION

Using Crowdly’s Clinks with Email Capture, the It Gets Better Project was able to create shortened links that send users to any destination across any channel, and implement a pledge-sign and email capture experience that launches when visitors click the link, independent of and unreliant on the end destination.

## THE RESULTS



**50%**

OF ANNUAL GOAL IN  
FIRST 4 WEEKS



**7%**

AVERAGE  
CONVERSION RATE



**16%**

CONVERSION  
RATE  
ON BEST-PERFORMING CLINK  
(ALMOST 1K EMAILS  
CAPTURED)



**2X**

EMAIL OPEN RATE  
FOR THIS AUDIENCE OVER  
EXISTING CRM