

CANOPY GIVES BACK

At Canopy, our passion isn't limited to CTR, actions or even campaign optimization (although we seriously love those things).

What motivates us is lending a hand, whether it's a charitable organization or non-profit who are making a positive impact in their communities.

That's why we launched Canopy Gives Back in December 2021. We selected more than a dozen WNC foundations which received 100% free, month-long programmatic display campaigns designed to help them meet critical fundraising goals during a continuing pandemic:



Canopy Gives Back campaign highlights>

- More than a dozen WNC charities served
- Tactics included Geofencing, Site Retargeting and Keyword Targeting
- Creative ads
- Detailed reporting
- All campaigns were 100% free



Contact adam@canopyadco.com to learn more about Canopy Gives Back

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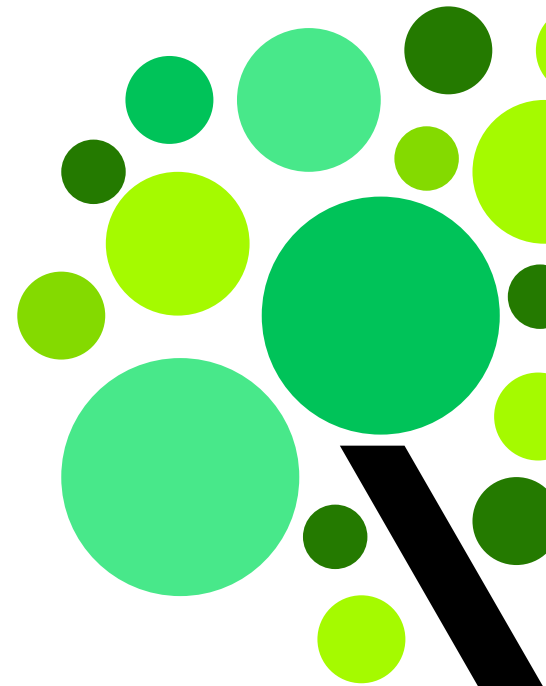
“Digital engagement is an important tool in our efforts to connect individuals experiencing significant barriers to employment with well-paying career opportunities. We appreciate Canopy’s support of our Inclusive Hiring Partners initiative and their efforts to help us reach area job seekers.”

April Brown, Director of Industry Recruitment and Expansion at the Economic Development Coalition for Asheville-Buncombe County



“The holiday season is a critical time to generate awareness and support for those in need. An immigrant or refugee can walk into the 658 Center and be surrounded by an incredible team of ministry staff and skilled volunteers dedicated to aiding them in their journey towards safety and assimilation.”

Eric Bernier, Project 658’s Executive Director



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