# GLOBAL PEACE FOUNDATION (GPF)

## CASE STUDY: GLOBAL PEACE FOUNDATION (GPF)



## **CLIENT OVERVIEW**

Global Peace Foundation (GPF) is an international nonprofit organization focused on fostering global peace, leadership, & shared prosperity. They aim to unite people across cultures to promote peace and development globally.

### CHALLENGES/GOALS

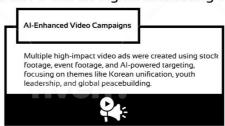
GPF wanted to

- Expand their digital reach and engagement, particularly on social media.
- Drive more traffic and engagement with their video content.
- Increase overall campaign effectiveness while optimizing costs.

## **SOLUTION IMPLEMENTED**

Avenue180 deployed an Al-driven digital marketing strategy that included







## **EXECUTION/PROCESS**







## **RESULTS/IMPACT**

With Avenue180's Al-powered strategies, GPF achieved

#### Video Engagement

- 1,506,435 impressions for the Global Peace Convention 2023 video
- 808,386 impressions for local projects.

#### Social Media Growth

- · 40% increase in Facebook engagement.
- 35% increase in YouTube views within 30 days .

#### Campaign Success

- For the National Tree Growing Event 2024, GPF garnered 127,738 impressions, starting from zero
- $\bullet$  Recap on Indo-Pacific Leadership Conference saw a 1885.76% increase in impressions .

#### **Cost Optimization**

•Campaigns saw over 50% reduction in cost-per-click (CPC), with significant increases in engagement.

#### **Testimonial**

- "Avenuel80's innovative use of Al has been crucial to GPF's growth. Their ability to optimize our video campaigns and engage influencers effectively has expanded our reach globally, all while keeping costs under control."
  - [Client Representative], Global Peace Foundation