CASE STUDY

CLIENT TESTIMONIAL

> "We appreciate Giving Company's ability to connect with the target demographic for our faith audience film projects. They truly know how to move the marketing needle forward."

From–Brian Mitchell, President, WTA Media

53,337
clicks to Fathom ticket purchase

141,484
Social video views at $0.04 per view

25,462
pop-up views

OVERVIEW: The Case For Heaven was inspired by best-selling author and investigative journalist Lee Strobel's own brush with death.

APPROACH: We leveraged our movie brands and Family Christian brands to promote the film across social, email, display and even newsletters to help promote this movie event.

WTA

giving COMPANY