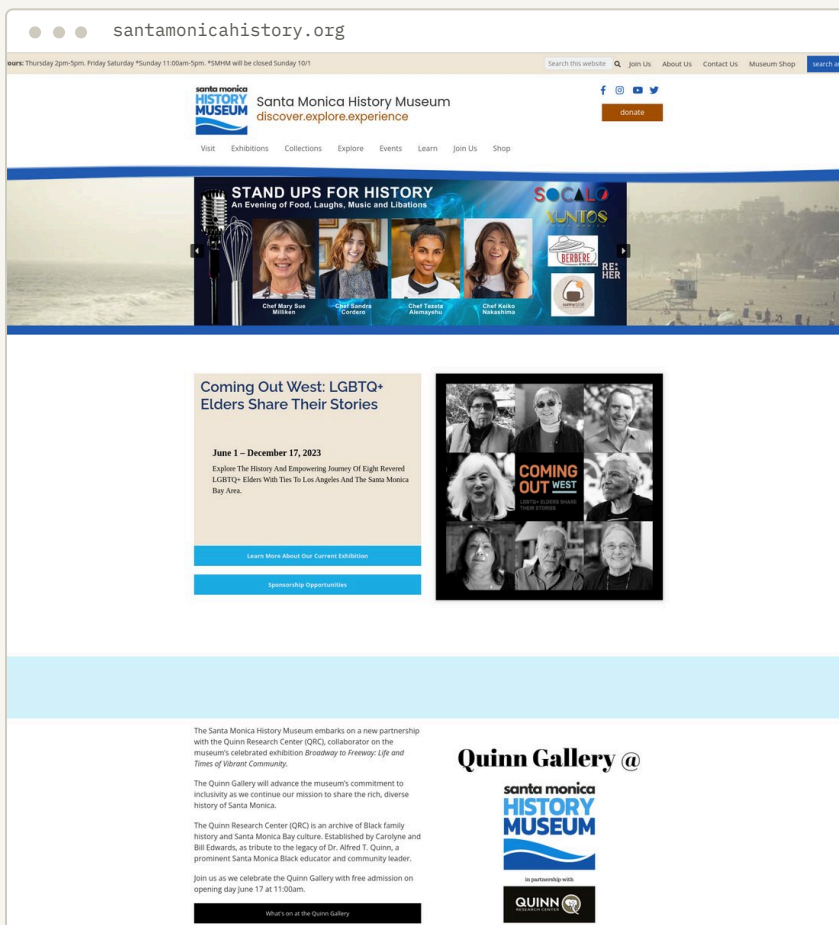


SANTA MONICA HISTORY MUSEUM

The museum's most successful fundraiser started with sales it could finally see.



#1

The most financially successful event in the museum's history, by gross revenue.

CLIENT

Santa Monica History Museum

SECTOR

Nonprofit history museum

THE WORK

Website sales tracking, then Facebook and Instagram ads

WHAT CAME NEXT

Hired again for the 2024 fundraiser

Fix the measurement first, and the ad budget **can answer to sales.**

THE PROBLEM

Sales on the museum's website weren't being recorded where its ads could see them, so nobody could say which ads were bringing in money.

WHAT WE DID

Fixed the sales tracking first. Then ran Facebook and Instagram campaigns for the annual fundraiser, written for the local community and the museum's supporters.

WHAT CHANGED

The museum could see its online sales as they happened, and the campaigns were judged on sales instead of clicks and likes.

#1

The most financially successful event in the museum's history, by gross revenue.

As noted by Rob Schwenker, the museum's Executive Director at the time.

WHAT THIS MEANS FOR YOU

If you can't see which ads produce sales, more ad spend mostly buys guesses. Putting measurement in place before the campaign meant decisions about the fundraiser's ads could be checked against money raised.

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The problem

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What we did

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Results

p. 6

Your next step

Ads can't be judged on sales *that nobody can see.*

A fundraiser's marketing has to answer one question: how much did it bring in?
The museum's website wasn't recording the answer.

The Santa Monica History Museum brought us in for two jobs: fix a technical problem on its website, and run the social media campaigns for its major annual fundraising event.

The technical problem came first. Sales made on the museum's WordPress site weren't being tracked, which left the team without the one number it needed to measure the success of its fundraising.

The goal: get sales tracking working on the website, then raise the visibility and the financial results of the event with targeted social media campaigns.

IN PLAIN WORDS

Tracking is the receipt your website sends your ad platform after a sale. Without that receipt, the platform can't tell a good ad from a bad one.

WHAT A GAP LIKE THIS COSTS ANY ORGANIZATION

01

Budget decisions become guesses

Without sales data, nobody can say which campaign, audience or ad brought in money, so the budget follows opinions or click counts.

02

The ad platform learns the wrong lesson

Facebook and Instagram decide who sees an ad based on what they're told worked. If they never hear about sales, they chase clicks and likes instead.

03

Some sales never show up

Standard tracking runs in the visitor's browser, where ad blockers and privacy settings can stop it. Those sales still happen; they just don't appear in the reports.

Measurement first, then the campaigns.

Two pieces of work, in that order. The order is the point: the campaigns ran with sales data from the start.

01

MEASURE

The website now reports its own sales to Meta

We built a small add-on (a plugin) for the museum's WordPress site. When someone buys, the website itself tells Meta about the sale, in real time.

Why it matters. The report comes from the museum's own web server rather than the visitor's browser, so ad blockers stop far fewer of them. Fewer sales go unrecorded, and the campaigns can be judged on money raised.

UNDER THE HOOD
Custom WordPress plugin
Meta Conversions API (server-side)

02

ADVERTISE

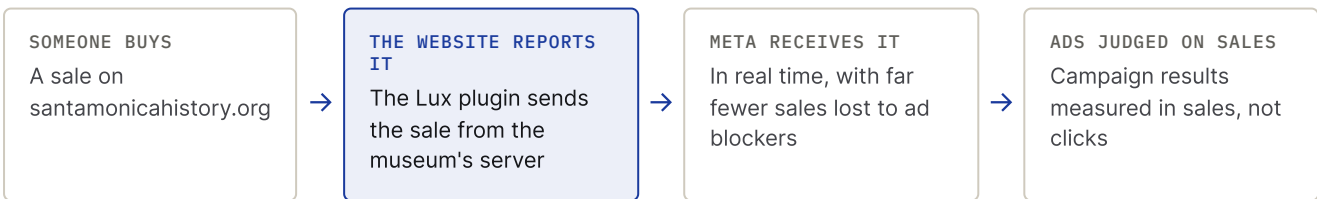
Facebook and Instagram campaigns for the fundraiser

We planned and ran the campaigns to build exposure and participation for the event. The messages were written for the local community and existing museum supporters: why the event mattered, and the museum's role in the community.

Why it matters. Because sales were reaching Meta, the campaigns could be measured against what they sold, not against likes and clicks.

UNDER THE HOOD
Meta Ads
Facebook + Instagram

HOW A SALE TRAVELS NOW



TERMS IN THIS CASE STUDY, IN PLAIN WORDS

Plugin

A small add-on that gives a website a new ability. Here: reporting sales.

Conversions API

Meta's way of receiving sales directly from a business's own server.

Server-side

Done by the website's server, not in the visitor's browser, where blockers can stop it.

Ad blocker

A browser add-on that hides ads and often the tracking code that records sales.

A record fundraiser, with the sales on record.

#1

The fundraiser became the most financially successful event, by gross revenue, in the museum's history.

As noted by Rob Schwenker, the museum's Executive Director at the time.

Record

Highest gross revenue of any event in the museum's history. The social campaigns contributed significantly.

Visible

Website sales recorded and sent to Meta as they happened, giving the museum clear data on its sales.

Re-hired

The museum brought us back for its 2024 fundraising event in Q4.

	BEFORE	AFTER
Website sales	Not tracked	Recorded and sent to Meta in real time
The ads	No sales data to judge them on	Judged on sales, not clicks and likes
The fundraiser	The museum's annual event	The most financially successful in its history

“Julio not only solves for what you hire him for, he approaches the relationship with curiosity and care, looking for ways to help his clients find efficiencies in all aspects of their businesses. He's equal parts service provider and strategic partner, a rare and unique blend.”



Rob Schwenker
Executive Director (at the time), Santa Monica History Museum

WHAT TO TAKE FROM THIS

Measure before you scale

The tracking fix came first, so the campaign could be judged on sales from its first day.

Sales beat clicks

Clicks and likes are easy to get and easy to misread. Results measured in sales tell you what to repeat next year.

It isn't only for big brands

Server-side tracking sounds like an enterprise project. Here it took one custom plugin on a museum's WordPress site.

In 30 days, see which ads produce customers **and what to fix first.**

THREE QUESTIONS TO ASK ABOUT YOUR OWN MARKETING

- 01 Can you name the ads or campaigns behind your last ten sales?
- 02 Do your ad platforms hear about your sales, or only about clicks and visits?
- 03 If a buyer uses an ad blocker, does the sale still show up in your reports?

If any of these is hard to answer, that's where the 30-Day Measurement Sprint starts.

30-Day Measurement Sprint

\$1,250 ONE TIME

An audit of the path from ad to sale, tracking that works, and a baseline report with a 90-day plan. Everything is built in your accounts, and you keep it. Your part is three calls and one person who can approve changes.

WEEK 1 · AUDIT

Kickoff call, then a review of your ads, analytics, forms or checkout and CRM. A "what's broken" list by day 7.

WEEK 2 · FIX

Findings call to agree priorities, then your main conversions tracked correctly and sent back to Google and Meta.

WEEKS 3-4 · REPORT

Two weeks of clean data, then cost per lead and per sale by channel, a wasted-spend list and a 90-day plan.

DAY 30 · WALKTHROUGH

45 minutes on the findings, plus a recorded video you can share with your team.

Applying and the first call are free. The \$1,250 covers the 30-day Sprint, if you decide to start. Best for businesses advertising on Google or Meta (\$5,000+/mo in ad spend is recommended, not required). Fixed end date, and nothing renews automatically.

\$100K+

MONTHLY AD SPEND MANAGED

40+

ANALYTICS IMPLEMENTATIONS

50+

PIXEL & API IMPLEMENTATIONS

[Apply for the Sprint →](#)

luxmarketing.agency/apply

Details:

luxmarketing.agency/sprint



Julio Lopez

Founder & Head of Growth. Reviews every application personally.