

sabio cares

We are proud to announce the launch of our new cause marketing initiative, which will allow our brand partners to donate their added value display impressions to one of our many deserving non-profit partners.

WHY CAUSE MARKETING?

Sabio prides itself on being a company that is passionate about giving back to the community. Sabio Cares enables us to team up with our amazing brand partners to offer non-profits free advertising in the form of added value impressions. With this approach, we are assisting deserving organizations with digital strategy, overall awareness, and ultimately donations.

87%

of brand loyalists would switch to another brand if it were associated with a good cause.

Entrepreneur 2019

" For many types of businesses, cause marketing involves donating products or services and not **simply writing a check**. This can help form even stronger consumer associations between what you offer and the good work you do. "

Entrepreneur 2019

HOW IT WORKS

1. Choose to donate all (or a percentage of) your added value display impressions.
2. Select one of our non-profit partners and Sabio will run their display campaign from start to finish.
3. Sabio will work with the non-profit organization to determine customized audience targeting.
4. Regular performance updates will be provided and overall results will be included on the final wrap-up report.



For more information, please reach out to sabiocares@sabiomobile.com