**Wildlife Conservation Society uses Digital for Awareness**

The Wildlife Conservation Society's marketing lead, Debbie Schneiderman, committed to digital to grow the organization's contacts list to over 5 million names. Schneiderman reports targeting the right customers is necessary, saying, "Metrics become really important here because the click-thru is obviously better on the hyperbolic, clickbait-y type of ad, but those aren't the people that are committed to the work that we do."

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<http://www.marketingdive.com/news/how-wildlife-conservation-society-tapped-digital-to-grow-5-million-strong/437075/>