**SAMPLE - please check your inbox for link to editable document**

DIGITAL NINJAS

| Group | Segment | Demographics | Other Targeting Criteria | Hypothesis | Key Messages | Call to Action | Landing Page URL | Launch Date | Results (leads/donations) | Comments |
|---|---|---|---|---|---|---|---|---|---|---|
| 1.1 | New Parents | M/F 45+, live in [CHOOSE TOP 2-3 CITIES HERE] Top 20% by household income | In market for nappies and baby hygiene products | Maybe more receptive to messaging around newborn babies. | Vinita was nearly married as a young child, find out how she was saved | Donate | | | | |
| | | | | | You can help babies like Rishita, India's smallest baby, read her story today. | Donate | | | | |
| 1.2 | Home Buyers | | In market for home purchase loan | If new home purchase complete then may be in mindset to give back | You can help children..... | Donate | | | | |
| | | | | | You can help children..... | Donate | | | | |
| 1.3 | Estate planning | | In market for financial planning -> estate planning | People who are planning what to do with their estate could be good candidates for leaving a bequest | Download your free will writing checklist today. | Donate | | | | |
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