



How National Fostering Group Cut CPA by 30% with SalesWings

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Case Study | Non-profit & Social Services



[National Fostering Group](#) brought digital marketing in-house to gain clearer control over foster-carer acquisition and understand which campaigns generated meaningful outcomes.

By connecting SalesWings with Salesforce, the team can trace tagged campaigns, channels and creative assets from initial engagement through inquiry and positive screening.



[SalesWings](#) helps revenue operations teams in non-profit and social services engage their customers in a timely, relevant and effective manner to achieve their ambitious goals.

By providing marketing, sales and agents with a user-friendly way to understand their buyer's intent, SalesWings customers grow conversion rates at every step of the funnel.



Executive Summary



"We can really track through the lead journey, which is incredibly valuable. The data is very useful in terms of informing our decisions."

Macy Edwards
Head of Digital Marketing



Business Objective

National Fostering Group wanted to understand which marketing activities generated the highest-quality foster carer enquiries. By connecting digital engagement with Salesforce, the team aimed to optimise campaigns based on meaningful recruitment outcomes rather than top-of-funnel metrics.

The Power of Behavioral Intelligence

With SalesWings, the team connected campaign, channel and creative engagement directly to enquiry and positive screening data inside Salesforce. This gave marketing and fostering advisors a shared view of prospect behaviour, enabling better optimisation, prioritisation and more informed conversations.

Lasting Impact

By embedding SalesWings into Salesforce, National Fostering Group gained complete visibility into the foster carer journey. The team reduced enquiry CPA by over 30%, improved conversion rates and now makes faster, more confident marketing decisions based on first-party behavioural data.

The SalesWings logo, featuring a stylized blue and red icon of a person with wings, followed by the text "SALESWINGS" in blue.

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Business Objective



"The data is very useful in terms of informing our decisions."

Macy Edwards
Head of Digital Marketing



Limited Attribution & Visibility

Before building an in-house digital marketing team, National Fostering Group relied heavily on agency reporting and had limited visibility into what happened after an enquiry was submitted.

The team needed to connect marketing activity with positive screening outcomes to understand which campaigns were driving meaningful recruitment results.

Disconnected Data Points

As National Fostering Group adopted Salesforce, it needed a consistent way to link campaign, channel and creative engagement with CRM data.

The goal was to give marketing independent performance insights, help fostering advisors prioritise enquiries with richer context, and optimise investment using first-party behavioural data.

The SalesWings logo, featuring a stylized blue and red icon of a person with wings, followed by the text "SALESWINGS" in a blue sans-serif font.

SALESWINGS

Solution Overview



"My paid media specialist has full visibility of everything coming through his campaigns and creatives, and how each inquiry is converting."

Macy Edwards
Head of Digital Marketing



Why SalesWings

SalesWings was introduced as part of National Fostering Group's Salesforce implementation. While lead scoring sparked the initial interest, the team quickly recognised the value of behavioural tracking and marketing attribution for connecting digital engagement with positive screening outcomes and improving campaign performance.

Implementation

- Campaign attribution: UTM parameters from campaigns, channels and creatives are captured in Salesforce, allowing marketing to track enquiries through to positive screening.
- Behavioural insights: SalesWings records website engagement, pages visited and forms completed, giving fostering advisors valuable context before contacting prospective carers.
- Lead prioritisation: Behavioural lead scoring helps advisors prioritise enquiries during busy periods, ensuring the most engaged prospects receive timely follow-up.
- Campaign optimisation: Marketing uses attribution data to compare channel performance, evaluate new acquisition strategies and optimise paid media based on recruitment outcomes rather than clicks or enquiries alone.

The SalesWings logo, featuring a stylized blue and red icon of a person with arms raised, followed by the text "SALESWINGS" in blue.

SALESWINGS

Solution Overview



"We probably brought the inquiry CPA down by over 30%, and a lot of that was because of a CPC reduction due to better optimisation."

Macy Edwards
Head of Digital Marketing



Positive Outcomes

With SalesWings embedded into Salesforce, National Fostering Group connected digital marketing activity with meaningful recruitment outcomes. Marketing gained the visibility needed to optimise campaigns based on positive screenings, while fostering advisors could prioritise enquiries and personalise conversations using behavioural insights.

The Results

- 30%+ reduction in enquiry cost per acquisition
- Higher conversion rates through improved campaign optimisation
- Complete visibility from campaign engagement to positive screening inside Salesforce

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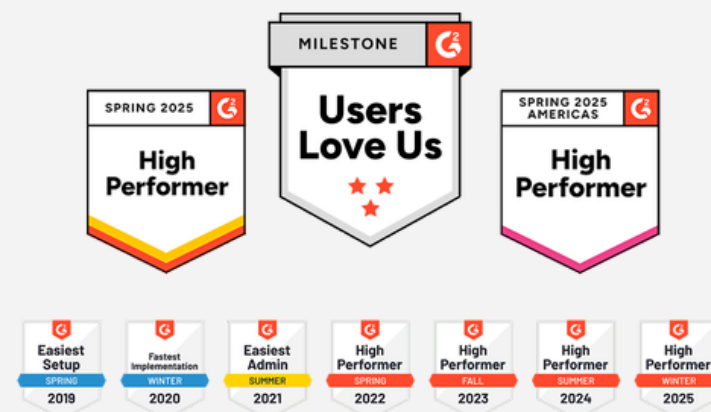
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SalesWings for Non-profits & Social Services

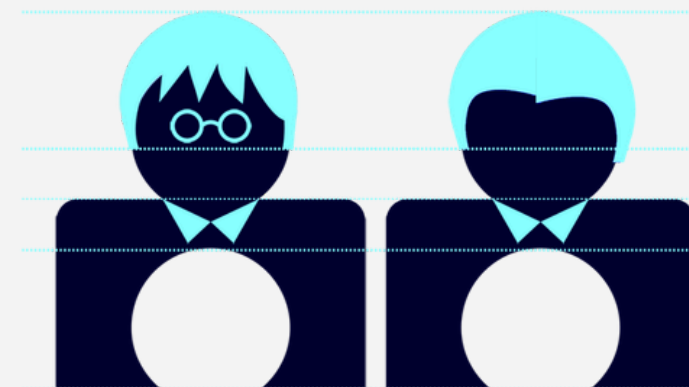
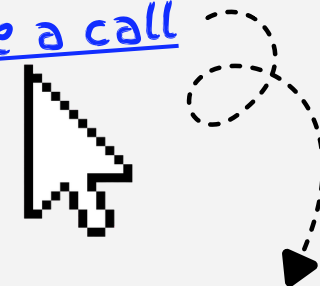
SalesWings helps revenue operations teams in non-profit & social services engage their customers in a timely, relevant and effective manner to achieve their ambitious goals.

Learn more about our solutions:

- Behavioral [data](#) collection
- Behavioral [intelligence](#)
- Website [lead generation](#)
- Sales [efficiency](#)
- Reporting & [analytics](#)
- [Salesforce](#) integration



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