

sandstorm™

Milken Institute Online Pathways

In Partnership with Sandstorm Design, Inc.
Prepared for Hermes Creative Awards 2024

Brand Strategy + Creative + UX & Web Development

Milken Institute (MI), a global, non-partisan think tank, offers a diverse array of services, partnership opportunities, and exclusive events. MI needed to enhance its digital brand storytelling and expand their business development efforts.

Sandstorm and MI embarked on a user-centered design initiative, including qualitative research to inform personas and customer journey mapping, which led to the **creation of three interactive online pathways and targeted digital campaigns**. The Pathways are designed to drive an emotional connection that taps into the personas' motivations and drive engagement and funding.

Following development, **Sandstorm and MI worked together to launch a targeted digital pilot campaign** to evaluate the effectiveness of the messaging, tactics and to refine the pathways further. These campaigns significantly exceeded industry benchmarks, delivering twice the estimated impressions, a **1.5 times higher click-through rate (CTR)** than expected, and provided valuable insights into optimizations for increased lead generation in 2024.

2024 Results:

- Enhancements in the pathways resulted in increased site engagement, as evidenced by **time spent on page more than doubled** and deeper scroll depths.
- Notably, the **conversion rate saw a 2-4 fold increase** across the online pathways.

Digital Pathway Pages:

- Foundations: <https://milkeninstitute.org/global-impact-projects-global-problem-solving>
- Philanthropy: <https://milkeninstitute.org/strategic-philanthropy-giving-to-solve-global-challenges>
- Sponsorships: <https://milkeninstitute.org/global-thought-leadership-sponsorship-opportunities>



[What We Do](#)

[Who We Are](#)

[Our Work](#)

[CONTACT US](#)

What's next starts here

 Reduce Motion

Join this Influential Community of
Global Thought Leaders



Hear it from the people who were there



Ida Liu
GLOBAL HEAD OF CITI'S PRIVATE BANK | CITI



Mark Weinberger
FORMER CHAIRMAN AND CEO | ERNST & YOUNG | EY



Keith Tan
CHIEF EXECUTIVE | SINGAPORE TOURISM BOARD

Confidential: Sandstorm®

- Connecting with Purpose
- Global Thought Leaders
- Intersectional Solutions



72k+
Attendees

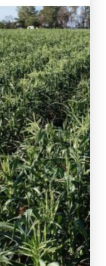
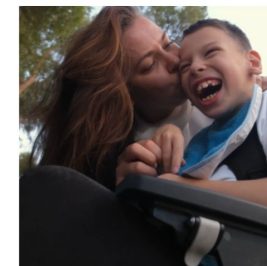
23
Cities

800+
Panels

Who We Are

Defining the Future

Right here, right now. We recognize that global problems often need local solutions and local problems unaddressed can have global consequences, so we work across geographies to surface regional insights and market-specific approaches. We convene events throughout the world and focus on bringing together leaders, thinkers, and funders with a local perspective.



Finance

Health

Philanthropy

Build the future

From Our Leaders



Esther Krofah
EXECUTIVE VICE PRESIDENT, MI HEALTH

Here's How We Prevent the Next, Inevitable Pandemic

Right now, a new virus is emerging. The White House is hosting a summit this week to support timely, effective decision-making to improve outbreak response for the next inevitable pandemic.

[Read More](#)



Melissa Stevens
EXECUTIVE VICE PRESIDENT, MI PHILANTHROPY

Female VC Lab Podcast Interview on Strategic Philanthropy

Melissa Stevens has overseen the creation and execution of strategies which have influenced \$1 billion in philanthropic capital, and managed the development of programs and organizations including the Melanoma Research Alliance.

[Listen to Podcast](#)



Mike Piwowar
EXECUTIVE VICE PRESIDENT, MI FINANCE

U.S. Public Markets Built for the 21st Century

Mike Piwowar testifies before the US House Committee on Financial Services on March 2, 2023.

[Watch the Video](#)

60

Funded Projects Annually

35

Published Reports Annually

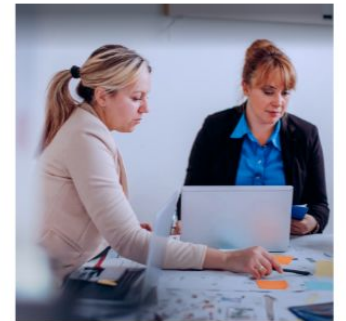
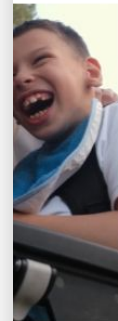
40+

Foundation and Charitable Organization Partners

What We Do

Teams

World Class



Recent Research Highlights



AgriTech in Africa: Why an AgriTech Innovation Competition?

AgriTech, the use of emerging technologies to help farmers become more efficient and profitable, promises to help revitalize and potentially revolutionize agriculture all over the world.

[Download report](#)



Innovative Research

We pair research and data with insights and interviews from government officials, business leaders, community organizers and policy experts to provide actionable roadmaps and new funding models.

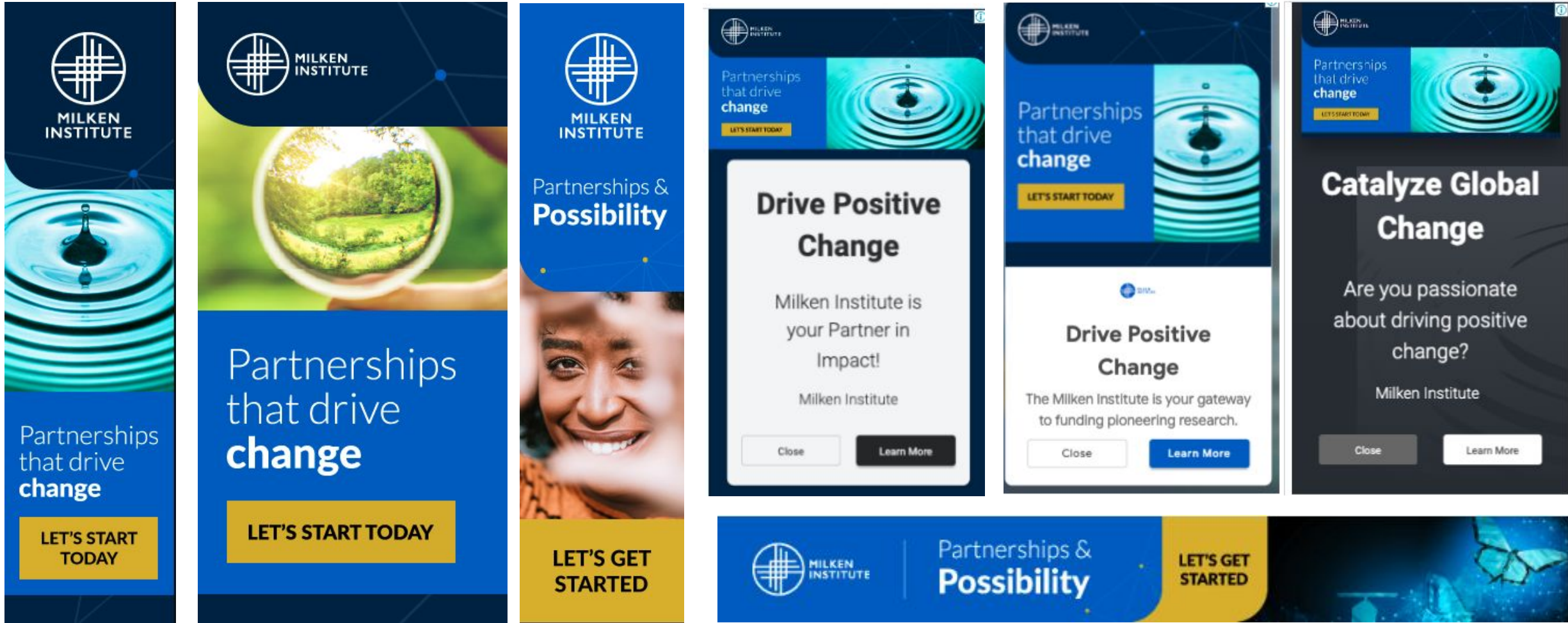
Events with Outcomes

Assumptions Challenged.
New Models Advanced.
Connections Made.
Business Done.

Worldwide Ecosystems

We recognize that global problems often need local solutions and local problems unaddressed can have global consequences, so we work across geographies to surface regional insights and market-specific approaches.

Digital Campaigns



LinkedIn and Google Ads were designed to target each of the personas and driving engagement to the pathway pages.

Social Campaigns

 **Milken Institute**
52,064 followers
Promoted

The Milken Institute convenes the best minds in the world to tackle the most urgent challenges and realize the most groundbreaking opportunities. Join our global event network.



**Unlocking What's Next,
Together**

CONNECT TODAY

The Power of Connection
milkeninstitute.org [Learn more](#)

 **Milken Institute**
52,064 followers
Promoted


Activate change, lead with purpose. Explore philanthropic opportunities for global visionaries at the Milken Institute.



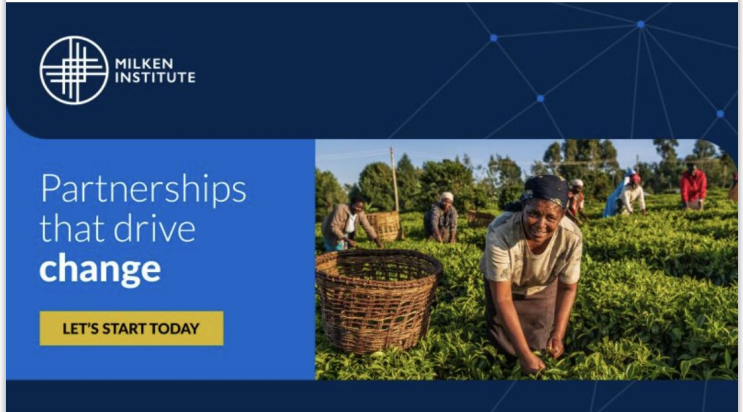
**Ideas to
Impact**

START TODAY

Unlock Your Giving Potential
milkeninstitute.org [Learn more](#)

 **Milken Institute**
52,064 followers
Promoted

Ready to be at the forefront of global change? The Milken Institute is your gateway to funding pioneering research and game-changing programs that have a lasting impact.



**Partnerships
that drive
change**

LET'S START TODAY

Your Chance to Catalyze Global Change Starts Here!
milkeninstitute.org [Learn more](#)

LinkedIn and Google Ads were designed to target each of the personas and driving engagement to the pathway pages.

sandstorm™

Thank you!

Amanda Heberg

VP, Business Development

Sandstorm®

4422 N. Ravenswood, # 50

Chicago, IL 60640

773-348-4200

aheberg@sandstormdesign.com

[url: sandstormdesign.com](http://url:sandstormdesign.com)