

Post-Campaign Report

Executive Summary

Campaign Overview: Bread for the City (BFC) is a non-profit organization that has two locations in Washington, D.C. offering holistic care to help local residents. BFC's mission is to provide vulnerable residents of Washington, DC with comprehensive services, including food, clothing, medical care, and legal and social services, in an atmosphere of dignity and respect. With a saturated area of non-profits, our group saw BFC as a great organization to partner with to help them grow their reach and awareness. At the start of the competition, five campaigns were created based on information gathered from our BFC contact: Brand Awareness, General Giving, Meals, Medical, and Poverty Statistics. The goals from the campaigns were an increase in web sessions by 285 visits, an increase in blog views of 15, an increase in subscriptions by 50, a 2% increase in donation page views, and a 1% increase in completed donations. Our Adwords campaign lasted 19 days (April 10 – 29) and we spent \$249.92.

Key Results: Overall our campaigns were a success, with all but one of our goals reached. Our campaign contributed 312 sessions of which 296 were new users. The Brand and Poverty Statistics campaigns were the two that yielded the most conversions. The Giving Conversions were 1.41% average per view or 4 page views. The Blog Conversions were 1.77% average per view or 5 page views. From our Adwords campaigns there were 3 new donor reports. From the 4 unique giving conversions out of 153 total conversions it is estimated that \$127.84 was donated from paid clicks.

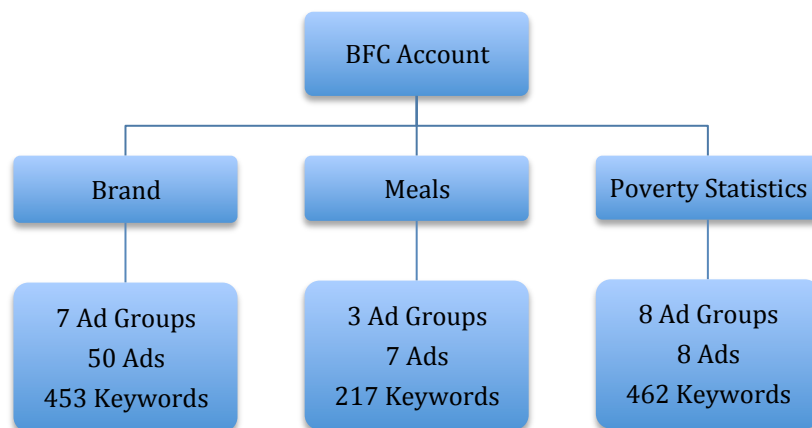
Conclusion: Although our campaigns did not have a smooth start, many improvements throughout the campaign showed their effectiveness to BFC. With keyword optimization, better-targeted ads, and reformatting the Ad Groups, there was a continual decrease in CPC, while improving clicks, CTR and conversions helping to reach our goals.

Future Online Marketing Recommendations: Before continuing to use Adwords, BFC should improve its website, so that the goals can be better tracked through Analytics. Once the website is ready, we suggest that BFC continue using our final three Ad Campaigns and work to continue to improve the Quality Score of keywords. Lastly, when using Adwords we suggest that BFC pause all the campaigns during the weekend to optimize costs and budget, since sessions dramatically decrease during those time periods.

Industry Component

Campaign Overview: The target of our campaign was to boost continual awareness of BFC to the community through an increase in blog views and email subscriptions as well as to increase donations for both their yearly food pantry and special campaigns like their current one for an eye check-up room. Since we installed analytics right before the campaign, we had to create our goals based on last year's statistics acquired from our BFC contact. We started the challenge with 5 campaigns (Brand, Meals, Medical, General Giving, and Poverty Statistics) and about 35 keywords and ended the challenge with 3 campaigns and 1,132 keywords. All the campaigns were geo-targeted to the Maryland, Virginia, and DC since those areas represent the majority of website visitors. Figure 1 is the breakdown of our campaigns structure at the end of the competition:

Figure 1: Final Adwords Campaign Structure



Using the Keyword Planner and Optimization, we consolidated the initial five campaigns into three to achieve the best results of CTR and lower our cost per click resulting in more clicks and website visits. From April 10th– 29th, we monitored the account on a daily basis in order to assess both our keywords and ads and make changes accordingly. E-mail updates were sent every few days between group members in order to update everyone on the changes made and the progress continuing in order to reach our goals. Our budget was initially broken down by percentages based on both week and campaign, however the constantly changing environment made those initial breakdowns very different compared to the final model. The overall breakdown of the budget for the 19 days can be seen in Table 1:

Table 1: Planned and Actual Allocation of the Budget

	Entire Period		1st Week (Apr 10-16)		2nd Week (Apr 17-23)		3rd Week (Apr 24-29)	
	Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual
<i>Brand</i>	\$ 25.00	\$ 84.35	\$ 5.00	\$ 1.89	\$ 8.75	\$ 15.21	\$ 11.25	\$ 65.87
<i>Meals</i>	\$ 75.00	\$ 82.97	\$ 15.00	\$ 10.64	\$ 26.25	\$ 54.50	\$ 33.75	\$ 29.30
<i>Poverty Statistics</i>	\$ 37.50	\$ 62.52	\$ 7.50	\$ 1.28	\$ 13.13	\$ 10.62	\$ 16.87	\$ 50.62
<i>Medical</i>	\$ 62.50	\$ 15.55	\$ 12.50	\$ 5.67	\$ 21.87	\$ 9.88	\$ 28.12	\$ -
<i>General Giving</i>	\$ 50.00	\$ 4.53	\$ 10.00	\$ 1.40	\$ 17.50	\$ 3.13	\$ 22.50	\$ -
<i>Sum</i>	\$ 250.00	\$ 249.92	\$ 50.00	\$ 20.88	\$ 87.50	\$ 93.34	\$ 112.49	\$ 145.79

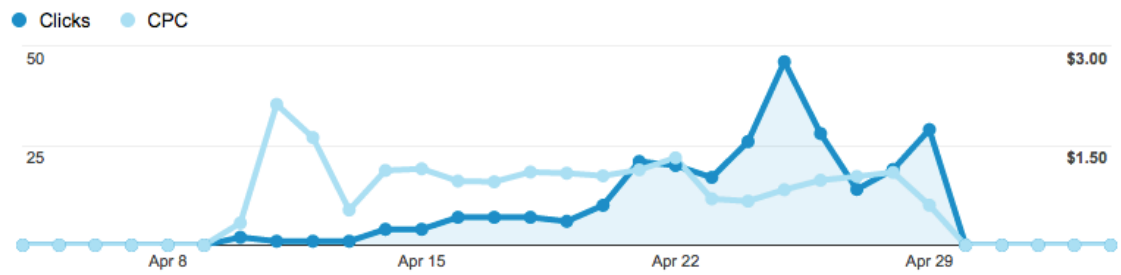
Campaign Evolution: When we started the campaign, we created our five campaign groups that contained about 35 keywords. Since we started on Friday April 10th, we didn't monitor the campaigns as well as possible during the weekend and we had very little clicks or impressions. As our group met on the following Tuesday, we recognized there were many changes to be made in order to reach our weekly budget or goals. Our quality scores also needed improvement. Moving quickly we worked to add hundreds of keywords in the five campaigns to start generating clicks. By the end of the first week we had over 700 keywords. Week 1 got us off to a delayed start, but with major changes and a large learning curve we were determined to reach our goals.

During the second week, all of our keywords started showing results with multiple clicks leading to the BFC website. Looking at the well performing keywords, we created more ads that were tailored to fit those Ad Groups and improve the quality score and ad rank. With constant monitoring, we were able to ascertain that the Medical campaign was generating irrelevant clicks and had a very high bounce rate. After discussing the current results, our group decided to pause the Medical campaign indefinitely and focus our budget on the campaigns with better results. Another trend we noticed during the second week was that keywords from the brand and general giving campaigns were clashing with each other. The ad rank and CPC of keywords in those campaigns were negatively affected because of the competition between keywords. We decided to combine the Brand and General Giving campaigns together, but still keep all the well performing ads. From the second week we were able to get clicks, but they didn't create the conversions that we desired.

The final week was mainly fine-tuning the changes we made during the second week for better results. We increased the bids on the high performing keywords to get a higher ad rank and

increase the amount of conversations. In addition we paused low performing keywords. To exhaust the rest of the budget, we increased the daily budget and money available to spend on top keywords. Even with the budget increase, the cost per click only increased slightly. After 5 days of the final week we had used our entire \$250. Figure 2 shows the improvement of the clicks vs. cost per click.

Figure 2: Clicks vs. CPC throughout the Challenge



Key Results: Since our group created the Google Analytics account only two weeks before the competition, there was almost no historical data to be used as a comparison to the competition data. The results of the better ads and keywords led to an improvement in each of the categories throughout each week of the challenge. Table 2 breaks down the metrics of each of the five initial campaigns.

Table 2: Main Metrics of the Five Campaigns

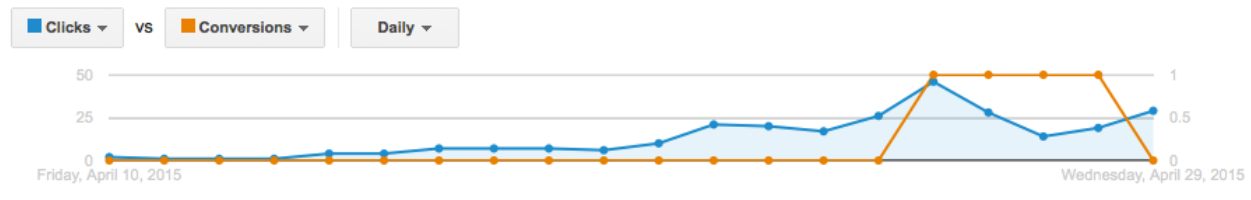
Campaign	Clicks	Impressions	Avg. Position	Avg. CPC	Avg. CTR
<i>Brand</i>	96	15,717	3.20	\$ 0.86	0.72%
<i>Meals</i>	84	29,084	1.80	\$ 1.00	0.47%
<i>Poverty Statistics</i>	74	17,314	1.73	\$ 0.84	0.31%
<i>Medical</i>	12	15,348	3.59	\$ 1.30	0.00%
<i>General Giving</i>	4	956	4.26	\$ 1.13	0.00%

The Meals and Poverty Statistics were the best campaigns when analyzing average position and cost-per-click. This result was attributed to the high relevancy and wide range of keywords that available for these campaigns. Since poverty is a big issue in the D.C. area, it explains why the search rate was high for these keywords. The Brand campaign was successful as well having an average position of 3.2. The click-through rates for all the campaigns were low, since we tried to direct the searchers to a related landing page based off their keywords. During the campaign, we used both search and display ads. Out of the \$250 we used in the campaign, \$75 was used on the Display ads. Although the display ads allowed us to get a lot of impressions, it failed to create a

single conversion. The Search ads achieved many clicks and created conversions making it the more effective way for us to run our campaign. Towards the end of the challenge our clicks vs. conversion rate increased exhibiting that our group was starting to target searchers correctly.

Figure 3 shows the relationship between these two metrics:

Figure 3: Clicks vs Conversions throughout the Challenge



Another method in helping to increase the conversions was the relevancy of the ads. After seeing what keywords were performing the best we were able to create ads that were very relevant to those keywords. Figure 4 shows our top three performing ads throughout the challenge.

Figure 4: The 3 Most Effective Ads during the Challenge

Campaign	Ad	Clicks	CTR	Avg. CPC
		>= 25		
Meals	Bread for the City Food Pantry feeds 8,409 each month. Give \$13 to feed someone for 3 days www.breadforthe city.org/	26	0.33%	\$0.79
Poverty Statistics	Bread for the City Nearly 7,000 people are homeless in D.C. every night. Give today! www.breadforthe city.org/	55	0.35%	\$0.88
Brand	{Dynamically generated headline} Non-Profit organization in D.C. Offering care for those in need www.breadforthe city.org/	64	1.79%	\$0.67

Looking at the figure above, although the headers were similar, the text body was different allowing customers to learn facts about BFC based on their search before clicking on the link. Specifically for the Brand campaign, which was combined with General Giving, a dynamic header was used to help connect the ad better to the search and the various keywords that could be typed into the search engine.

The Brand and Poverty Statistics campaigns were the two campaigns that yielded the best conversions. In helping to reach our goals, our campaign was able to generate 312 new sessions (296 of them being new users). The Giving Conversions were 1.41% average per view or 4 page views. Blog conversions were 1.77% average per view or 5 page views. Our campaign efforts also helped to achieve 3 new donors. We can account for 4 unique giving pageviews out of 153 unique views, which is calculated to an estimated \$127.84 increase in donations from our clicks.

Conclusion: Throughout the 19-day campaign, we used \$249.92 of the budget to achieve majority of our goals, despite having a slow start to the challenge. The third week of the campaign really starts to exemplify the results that BFC has the ability to achieve from Adwords. The many changes during the first 2 weeks have a direct impact on the improvement of the campaign and related results in the third week. Using Figure 5 and 6, the goals and results of our campaign are clearly explained using the funnel model.

Figure 5: Goals before Campaigns

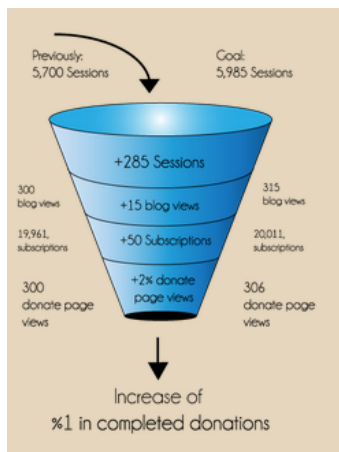
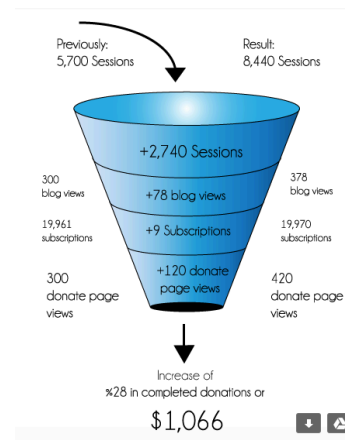


Figure 6: Actual Results from Campaigns



We can effectively say that we created 312 clicks and 9 conversions, an average ad position of 3.2 and an average CPC of under \$1. These results show us there is much more potential to be gained through using AdWords in the future.

Future Recommendations: From the challenge, the Adwords account created for Bread for the City was a great tool to increase awareness and brand. If the organization is planning to continue using Adwords, we recommend that they stick with using only the final three campaigns, as those are best at getting clicks and keywords. In addition, using search ads create better clicks and conversions than the display ad during our campaign for BFC, so we recommend BFC utilize search ads rather than display ads. If BFC continues to run the campaigns, we suggest that they pause all the campaigns every weekend to maximize clicks and budget. The only time it may be beneficial to leave it on during weekends is during the giving season near Christmas. To more efficiently use Google Adwords and Analytics, we suggest that BFC make changes to their website to make it able to be better tracked by Google Analytics. During the competition, we were unable to track donations fully because the donation page was directed to a web page that we were unable to track. In order to get the best out of these Google tools, the organization would benefit from cleaning up its website links.

Learning Component

Learning Objectives and Outcomes: Every member of our team signed up for the GOMC Challenge with no previous knowledge of how to utilize Google Adwords and its capabilities. It was clear to the group from the beginning that this opportunity would furnish us with a marketable advantage in today's business world: real-world search engine marketing experience. Our group sought to take advantage of this tremendous opportunity, by learning as much as we could about Adwords and Analytics, by using our combined creative and technical brain power to implement what we had learned; helping our D.C. based non-profit, Bread for the City, gain much needed donations, blog subscriptions and brand awareness.

Leading up to the start of the challenge, our group studied for the Adwords certifications, which allowed us to learn a great deal about how Adwords works and how to utilize its various functionalities to improve and track our results. Each one of our group members seemed to resonate with the information differently; this later proved invaluable in helping us to develop alternate methods of leveraging our Adwords campaign to reach our goals. As the campaign progressed we kept on learning about more of tools Google had to offer including search planner and keyword optimizer.

After running the campaign, we spent time talking about what we could have done better. Due to time constraints, we had to choose a business quickly, but our group realized it would have been better to know the industry we were entering. With an increase amount of knowledge, it would have been easier to target keywords and ads. In addition, we believe our goals could have been more tailored to the organization with more time to better learn about the non-profit. Our contact at the organization was great with responding to our inquiries. This correspondence was a big advantage when having to make quick decisions during the challenge while always keeping the client in mind.

One unique learning experience, from this challenge, was making decisions quickly, while also having to think of long-term implications. Since this campaign wasn't a simulation and used actual money with real companies, it made us think critically and with a different perspective than we would in a classroom setting. A valuable lesson that we learned was that with real life situations you need a balance of time management, quick thinking, and always have a clear head. With that combination of qualities, any problem can be conquered effectively.

Group Dynamics: As our group was formed with five strangers, we had to learn and adapt to everyone's different working styles in a short period of time. Before the campaign started, we had a sense of everyone's strengths and used this knowledge to break down the tasks of the campaign, such as analytics, campaign management, and client relations. Each person was able to have final say on decisions that they were in charge of. This choice allowed the group to be able to discuss some decisions, but make sure that we were not waiting too much time when fast or critical decisions were made. Throughout the campaign we met one to two times a week in person to be able to better discuss the campaign strategies. When we weren't meeting in person, e-mail was the choice of communication. E-mail updates were continuously sent between group members in order to report progress and give other group members' feedback or suggestions

Client Dynamics: Once we chose Bread for the City as a client, we wanted to make sure that we developed a strong relationship with the organization before the campaign started. In order to better serve the organization, our entire group visited the main BFC center in Northwest D.C. to meet our contact and learn more about the non-profit. The sight visit allowed us to get a better understanding of what services our client offered to the residents of D.C. and learn about the non-profit's company culture. We were able to sit down with our contact at BFC and see what she goals she wanted to reach from participating in the competition. From that conversation, we realized that their hopes for our campaign would be to increase awareness about their organization, helping make their non-profit better known in a highly saturated non-profit sector in the D.C. area. Throughout the campaign, we stayed in close contact with BFC asking them any questions we needed to help continually improve our campaigns.

Future Dynamics: When preparing the campaign, we had a list of items that needed to get done to start the campaign like any regular group project. Once the campaigns were created and we started the challenge, we had a slow start in the first few days of our campaign. We had not been aware of how constant we needed to be monitoring and analyzing the Ad Groups and making changes accordingly. This lesson allowed us to realize that a lot of time and effort needs to put into running and tweaking the campaigns to achieve the best results. The Keyword Optimizer was a major tool used to help the success we desired and should be definitely used in the future. Since most of the keywords were generic, we had to utilize the best groups of words in order to increase the quality scores in our keywords.

Impact Statement

Non Profit Information: Bread for the City (BFC) is a non-profit organization that's mission is to provide vulnerable residents of Washington, DC with comprehensive services, including food, clothing, medical care, and legal and social services, in an atmosphere of dignity and respect. The organization's website is breadforthecity.org. Their main office is at their Northwest location: 1525 7th St NW, Washington, DC 20001. Our contact at the organization was Karen Byer, the Communication Manager, and her phone number is (202)-386-7612.

Bread for the City's Social Impact: Over 7,000 people are homeless on a given night in the District of Columbia. 1 in 8 DC households struggles with hunger. The 8th ward of DC has an unemployment rate of 28.5 - the highest in the nation. What is unique about Bread for the city is that they are not trying to tackle one of these issues, but have created a holistic center that addresses all issues related to poverty including: housing, food, unemployment, medical care, and legal issues. With BFC's food pantry they not only strive to give out food, but with initiatives like their food garden, they give try to give the healthiest food options to the D.C. residents. Their medical centers have an array of services that anyone can utilize regardless if they have the ability to pay for the visit. These are only two great examples of the work BFC does to better D.C. Others have noticed their great work, as they always have a large amount of people willing to volunteer. This allows Bread for the City to work towards their vision of having Washington D.C. as a nurturing community where all residents have access to the basic material they need for survival and growth leading to prosperity in all aspects of their lives. BFC is not content with their current success and has plans to increase its reach in the D.C. community. It continues to improve its cultural competency and the diversity of the staff. BFC plans to continue increasing the size of the second location to become equal to its Northwest location. Expanding its food program eligibility and medical services are also on the list. As our contact Karen said in the meeting, "BFC is trying to run itself out business," showing the passion and determination the non-profit has to better the D.C. area.

Designing the Campaign to meet Bread for the City's goals: Through communication with our BFC contact, Karen Byer, our group recognized that BFC wanted the goal of the campaign to be increasing awareness and increasing donations. During our meeting, Karen spoke about the interest in increasing the subscriptions to their email list and blog, which would allow more

people to learn about the current programs of the organization. And that as people learned more about the organization they would want to donate to the cause.

With this idea in mind, we created 5 ad groups that we thought would directly impact these main goals. The BFC brand ad group would allow people to gain awareness of the non-profit and see the many different areas the organization is improving the D.C. area. The general giving ad group would bring people to the website that were thinking about donating to a cause. The Meals would send the searcher to learn about how much it costs to feed a person and a family for a week. The Medical campaign was aimed to teach people about the campaign to open an optometry area in their free clinic. Poverty Statistics was a campaign aimed to inform people about all the statistics about poverty and other issues in the D.C. area. All these campaigns were tailored to bring awareness to people visiting the website, making them want to continue to learn about the organization and/or donate to the cause. With these main areas, we tried to increase the online visibility of this non-profit as compared to other organizations in the area.

Google AdWords Campaign Summary: During the three-week campaign period, we had 312 clicks, 78,419 impressions, an average cost per click of \$1.03 and an average ad position of 2.92. Our campaign attributed to 312 sessions of which 296 were new users. The Brand and Poverty Statistics campaigns were the two that yielded the most conversions. The Giving Conversions were 1.41% average per view or 4 page views. The Blog Conversions were 1.77% average per view or 5 page views. From the 4 unique giving conversions out of 153 total conversions it is estimated that \$127.84 was brought in from paid clicks.

Future AdWords Recommendations: While we succeeded in majority of our goals, there are still a lot of lessons learned throughout the process. In trying to reach BFC's goals of brand awareness and donations, we found that increase awareness of BFC is a better route for the Adwords strategy. Unlike online shopping where people make impulse purchases, people spend more time researching non-profits before making the decision to the cause. For this reason we recommend that in the future, BFC concentrates their Adwords efforts on their poverty statistics, blog and email subscriptions. This strategy allows the organization to bring in new visitors and get them to subscribe to continually learn about the company and eventually donate to the cause. If Bread for the City ever needed more volunteers, AdWords would also be a good outlet to advertise all of its opportunities.