

# AdWords Business Campaign Post-Campaign Summary Report for Network of Communities Ministries

## Campaign Overview:

The ad campaign was conducted for a local charity in the Richardson area, Network of Communities Ministries. They range from providing basic amenities to those that need help to assisting with finding work opportunities for the struggling population. While traditional campaigns require throwing fundraisers and spreading information through word of mouth, these require time and vast amounts of money. However, an online advertising strategy requires a much smaller proportion of funds for reaching a substantially larger audience with lesser time and effort.

The online ad campaign through Google AdWords was structured in order to increase awareness for the non-profit, Network and to help bring in more donors and volunteers. After consulting with the non-profit's Director of Development, the campaign was designed to target three main categories of people,

- a. Those in need of help with food, amenities, utilities etc.
- b. Those willing to spend time to help with various functions involved in running Network.
- c. Those interested in donating, both cash and kind.



The approach implemented towards achieving these goals was to concentrate on increasing the visibility of the website through paid advertising. This was deemed as necessary when research revealed that organic results for search terms such as 'volunteering places in Dallas', 'donate to local charities' or 'help with food' were unsuccessful in increasing the rank of the online website of Network and thereby ineffective in increasing their visibility amongst alternatives.

Due to the constraints present in the project in terms of the length of time for which the campaign was to operate and the budget, the focus was on maximizing Click-Through-Rate (CTR) for the website that could be recorded as a metric for success in improving visibility. The arrived benchmark was a 10%

increase in CTR from the current average organic clicks per month. Correspondingly, an estimated impression rate of 5k for the campaign period was proposed as the standard to be met.

The ads were shown solely through Search Advertising. This primarily involved developing keywords that were likely to be searched for and relevant to the work performed by Network. However, there was an order to the ad campaign. The AdWords account was used to create 3 separate campaigns based on the area on interest: Donation, Get Help, and Volunteer.

The campaigns were allocated equal funds at the beginning of the project timeline which was a split of USD250. While each campaign got an equal share of the budget, the allocation was divided such that the first week only used 25% of the money whereas weeks 2 and 3 utilized 35 and 40 percent respectively. The campaigns were run with a bid strategy of maximizing the number of clicks.

Correspondingly, since there are no discernable patterns to determine when people are more likely to search for volunteering positions or places to donate to, the standard ad schedule which allows the ads to run all throughout the campaign period. The campaign period lasted from March 25 to April 15 for a total of 3 weeks. The ad groups were allocated as follows:



In order to ensure that the campaigns were running effectively and efficiently, each ad group was assessed on a daily basis throughout the campaign period in order to optimize the budget provided. Any ad group that was failing to generate sufficient clicks or impressions were modified to increase their relevancy to the search terms and pages of the website.

### Evolution of Campaign Strategy:

We started our AdWords account by creating the initial Campaigns namely: Volunteer, Get Help and Donate. The Network of Communities Ministries has certain restrictions on its target locations.

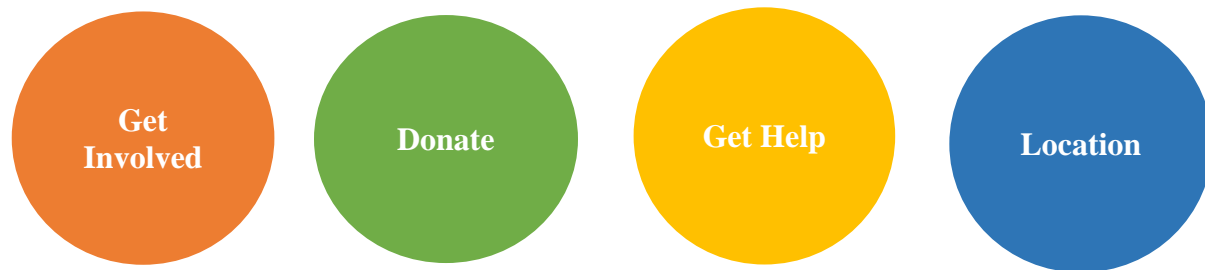
We proceeded by providing location targeting for each of these campaigns based on the restrictions.

Further, three Ad Groups were created for each of these campaigns.

As we started gathering more data, the initial week had many changes with respect to the campaigns. Initially, all the campaigns were performing in a similar manner. The first step was to create the campaign 'Get Help' for people who need community assistance and this campaign



targeted Richardson area since the Network only assists people living in this area. However, the campaign stopped running due to too narrow target area and lack of impressions. The Network also wanted us to focus on regular volunteers and donors. Hence, we added another campaign called Location campaign.



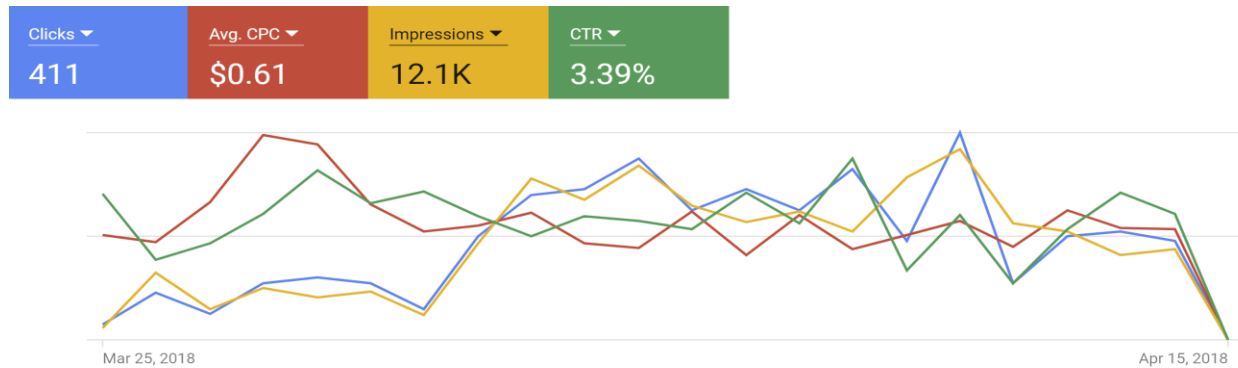
Updates were made with respect to targeting schemes as the weeks progressed, with the main goal being to reduce CPC. Ad Extensions such as Site Link, Call and Location Extensions were added for each of the advertisements, to enhance the ad structure. A 87% increase in the number of clicks on Day 1 along with a 91.2% increase in CTR showed us that impressions were more through mobile phones and hence a receptive target audience could be reached with the help of Device Targeting. This strategy was applied to all the other campaigns as well and subsequently saw an increase of 2,160 impressions (99.9%) and an increase to 77 clicks at 3.56% CTR at the end of Week 1.

As the second week came to a start, we observed that more focus was given on campaigns advertisements based on Location and Volunteer, where the clicks saw an increase by almost 138.46%. While these advertisements had a good interaction with the audience with an average CPC of \$0.35, the donation campaign was having an increase of CPC of \$1.28. The team decided to focus more on the location and volunteer campaigns and to drive more clicks to the landing pages based on Location and Volunteer, using the Mobile Display Network. Thus, it also became clear that Donation campaign would be the most expensive campaign with an average CPC of \$1.61. Based on these observations, we took care to reduce the CPC rates by methods such as increasing Mobile Bids and decreasing bids on tablets and computers. Further, keyword bidding strategies were also used focusing on broad-match, phrase-match and negative-match.

As we entered Week 3, we decided to decrease budgets for the Donation and Food Campaigns, to focus more on the Location and Volunteer Campaigns. Over the period of the week, we were able to decrease the average CPC for these campaigns from \$0.40 to \$0.25 and an increase of impressions to 4.99K. Here, the Donation and Food & Clothing advertisements also started getting more audience attention. These decisions helped in maintaining the same level for Location and Volunteering Campaigns, with improvements in the Donation Campaign as well, resulting in a strong finish to the campaign.

On the whole, the high CTR's made the team to focus on the Enhanced CPC strategy. Focus was based on the Volunteer and Location Campaigns from March 25, 2018 – April 8, 2018. From April 8, 2018- Apr 15, 2018, the various techniques used helped in getting more attention for the other campaigns as well. The campaigns generated 12.1k Impressions with 0.55\$ as the starting average CPC values.

**Figure 1. Evolution of Overall Campaign**



## Key Results:

The actual AdWords results for the entire campaigns show far exceeded the success metrics in the pre-campaign. The Donation campaign (in **Table 1**) generated 193 clicks over 6480 impressions at an average CPC of \$0.513 so the overall CTR of the Donation campaign is 2.98%. The Volunteer Campaign generated 161 clicks over 4207 impressions at an average CPC of \$0.444 so the overall CTR of the Volunteer campaign is 3.83%. The Location campaign generated 57 clicks over 1430 impressions at an average CPC of \$1.382 so the overall CTR of the Location campaign is 3.99%. the Donation campaign received most clicks but recorded low CTR compared to the campaigns. The Volunteer campaign obtained the lowest CPC while the Location campaign achieved the highest CTR but also recorded most expensive average CPC. The total cost of the Donation Campaign accounts for 39.62% and that of the Volunteer campaign and Location campaign records 28.89% and 31.49% respectively.

**Table 1. Overall Statistics of Each Campaign**

| Campaign           | Ad group                  | Clicks | Impr. | CTR   | Avg. CPC | Cost    |
|--------------------|---------------------------|--------|-------|-------|----------|---------|
| Donation Campaign  | Food & Clothing Donations | 125    | 3,426 | 3.65% | \$0.52   | \$64.93 |
|                    | Monetary                  | 66     | 2,915 | 2.26% | \$0.50   | \$33.03 |
|                    | Other Supplies            | 2      | 139   | 1.44% | \$0.52   | \$1.04  |
| Volunteer Campaign | Other Volunteer Services  | 137    | 3,460 | 3.96% | \$0.45   | \$62.27 |
|                    | Food and Clothing         | 24     | 747   | 3.21% | \$0.41   | \$9.91  |
| Location campaign  | Volunteer                 | 52     | 1,229 | 4.23% | \$1.36   | \$70.64 |
|                    | Donation                  | 5      | 201   | 2.49% | \$1.61   | \$8.05  |

The top Ad groups of each campaign (**Table A.1**) are Food & Clothing Donations, Other Volunteer Services and Volunteer. The Food & Clothing Donations Ad Group achieved 125 clicks with 3.65% CTR, the Other Volunteer Services Ad Group generated 137 clicks with 3.96% CTR and the Volunteer Ad Group recorded 52 clicks with 4.23% CTR. On the other hand, the worst Ad groups are Other Supplies and Donation. The Other Supplies achieved the lowest CTR and the Donation Ad group recorded the highest average CPC. We optimized our Ads by applying inter capitalize display URL and including a call to action in Ad texts.

**Table A.2** shows our most and worst effective keywords based on high quality score, CTR and average CPC. A combination of broad, modified broad and phrase match keywords with negative keywords was used but the successful keywords are comprised of broad keywords and modified and phrase keywords were not effective. In order to optimize campaigns, we used the targeted location method to attract donors and volunteers in reasonable distance. The targeted location of Donation and Volunteer campaigns was Texas whereas that of Location campaign was Dallas-Ft. Worth area.

### **Future Recommendations:**

While working with the Network of Community Ministries, we can understand and get to know what they need and what role their website does for their objective. Based on their needs, we recommend that the Network continue with AdWords and the organized campaigns to make people aware of their services and make them engaged in their activities as a volunteer or a donor. They also need to update their web pages for visitors to easily recognize their services by uploading additional contents and making extra web pages for specific explanations of volunteer services which they provide. These will have a positive effect on quality score of keywords. We also recommend expanding our AdWords campaigns by adding more ad copies and related keywords. If the Network continue the AdWords campaigns, they should assign a person to put one hour a day for maintenance and optimization. One hour is enough to run AdWords campaigns since we already built up the campaigns. We can estimate that the cost for labor per month result in \$210 by assuming an hourly wage of \$12 and 21 working days per month. The Network can waive their AdWords cost because they are eligible to the Google Ad Grant so we highly recommend them to apply for the Google Ad Grant. In terms of ROI, they can only invest \$210 per month to make more prospective donors and volunteers join their activities. Thus, even though we cannot estimate volunteers' value and how much donation they have received, we can tell that they will obtain more than they invest.

## **Learnings during the project:**

To make group work efficient and effective, first we divide our tasks. We chose one person who will contact to organization to avoid confusion and a person who will administrate Google AdWords generally. Other teammates checked AdWords daily and provided change of AdWords and recommend the revision. In addition, we gathered and talked about our project twice a week on class date and weekend.

During interaction with the client business, we recognized the importance of considering trait of organization when executing AdWords. Because our organization was non-profit organization based on Richardson area, they were difficult to give sponsorship to us so we need to make CPC lower while focus on this area. Moreover, we noticed that understanding the website user is critical when our Get Help campaign was stopped because the people who need assistance from organization usually already knew this organization and their number is few. In addition, reflect the current situation of organization was important too because our organization said they are difficult to get regular volunteer and donation. Therefore, we could remove Get Help campaign resolutely and made location campaign to focus on volunteer and donation in Richardson area.

As we mention above, the future student should consider well when they choose company or organization. Because companies' trait and purpose for AdWords are totally different, the project plan or purpose would be changed depends on company. Checking AdWords often and revising are important too because the keywords and ads can be stopped by Google when they have problems such as low search. Moreover, sometimes that keywords that we expected to get high quality score got low score while the keywords that we didn't get high score and efficient result so using keywords with diverse strategy and optimizing after checking result is effect.

## **Executive Summary:**

### **CAMPAIGN OVERVIEW:**

The ad campaign was designed for Network of Communities Ministries, a local charity located at Richardson, Texas. The campaign was focused on 3 main groups of people: those who want to help by donating, those who want to help by volunteering and those who need help. The main goal in terms of metrics was to concentrate on increasing the visibility of the website through paid advertising. Initially there was 3 campaigns up and running but by the data trend and performance of the campaigns it was found that those who are in need of help were already aware of the organization. Thus, Get help campaign was stopped and Location campaign was introduced in order to focus on regular donors and volunteers.

### **KEY RESULTS:**

Our budget for the campaign was 250USD. Given the budget, our 3 campaigns (Donation, Get Help, Location) achieved a Click through rate of 3.39% from 12,117 impressions and an average cost-per-click of \$0.61 from 411 clicks. While each campaign got an equal share of the budget, the allocation was divided such that the first week only used 25% of the money whereas weeks 2 and 3 utilized 35 and 40 percent respectively. The top ad groups are the Food & Clothing Donations Ad Group achieved 125 clicks with 3.65% CTR, the Other Volunteer Services Ad Group generated 137 clicks with 3.96% CTR and the Volunteer Ad Group recorded 52 clicks with 4.23% CTR.

#### **CONCLUSION:**

The main intent of running all the campaign is to generate a result of focusing on creating more awareness among people about the organization through paid advertising. This was achieved by prioritizing clients need over acquiring meaningful metrics. Various optimizations were implemented such as the inclusion of campaigns based on data trend, driving down CPC while increasing the number of clicks.

#### **FUTURE RECOMMENDATION:**

Our future recommendation for the organization would be that they continue their AdWords and the organized campaigns to make people aware of their services. We also highly recommend that they apply for the grant given by Google(Google Ad grant) for nonprofit organizations to waive of the cost related to AdWords. They should also need to update the content of their web page to make easier for the user to use it. In addition, they can also add few more ad copies and related keywords to make the ads reach wider range of audiences. They could also promote themselves on social media such as Facebook and use features such as raise funds to increase their reach. In terms of Return on investment they have a budget of 210\$ per month to gain more volunteers and donors. Even though we cannot estimate their value of volunteers or the amount of donations they received we can state that it will be a profitable investment and they will receive more than what they invest.

## Appendices

**Table A.1 The Most Effective Ad Groups with Ad**

| Campaign  | Ad group                 | Ad  | Clicks | Impr. | CTR   | Avg. CPC |
|-----------|--------------------------|---|--------|-------|-------|----------|
| Volunteer | Other Volunteer Service  | <a href="#">Volunteer Opportunities For Community - NetWork</a><br><a href="http://www.thenetwork.org/Get/Involved">www.thenetwork.org/Get/Involved</a><br>Network is in Need of Volunteers that are Willing to Serve our Neighbors | 137    | 3,460 | 3.96% | \$0.45   |
| Donation  | Food & Clothing Donation | <a href="#">Donating Food &amp; Clothing For Community</a><br><a href="http://thenetwork.org/Donate/Food&amp;Clothing">thenetwork.org/Donate/Food&amp;Clothing</a><br>Donate Food, Help us fill our food pantry, Recycle Clothing   | 97     | 2,946 | 3.29% | \$0.53   |
| Location  | Volunteer                | <a href="#">Help those in need Get involved today.</a><br><a href="http://www.thenetwork.org/get-involved">www.thenetwork.org/get-involved</a><br>Serve our neighbors in need, get involved today. Make a difference!               | 52     | 1,229 | 4.23% | \$1.36   |

**Table A.2 The Most Successful and Unsuccessful Keywords**

| Keyword                   | Campaign  | Ad group                  | Clicks | Impr. | CTR   | Avg. CPC | Quality Score |
|---------------------------|-----------|---------------------------|--------|-------|-------|----------|---------------|
| donate food pantry        | Donation  | Food & Clothing Donations | 16     | 396   | 4.04% | \$0.53   | 7             |
| food bank volunteer       | Volunteer | Food and Clothing         | 10     | 124   | 8.06% | \$0.39   | 7             |
| donating food to shelters | Donation  | Food & Clothing Donations | 12     | 166   | 7.23% | \$0.55   | 6             |
| volunteer opportunities   | Volunteer | Other Volunteer Services  | 51     | 1,106 | 4.61% | \$0.48   | 7             |
| +donation box             | Donation  | Other Supplies            | 0      | 85    | 0%    | \$0      | -             |
| “charities near me”       | Location  | Donation                  | 0      | 47    | 0%    | \$0      | 5             |