**Group 10**

**Adwords Campaign Details**

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| Campaign Name | 1. Awareness 2. Membership 3. Contribution |
| Campaign Start Date | November 1, 2018 |
| Network Types | Search Network |
| Name of Ad Groups | 1. Awareness 2. Program - Youth Development 3. Program - Healthy Living 4. Service - Financial Assistance 5. Program - After School Sports 6. Membership 7. Senior Members 8. Join YMCA 9. Volunteers 10. Contribution 11. Make Donations |
| Time and Location | Time for all campaigns is Central Standard Time (GMT-6)  Location target is Tennessee and Virginia. |
| Total Money Spend | $143.96 |
| CTR | 15.51% |
| Impressions | 806 |
| CPC | $1.15 |

**Adwords AdGroup Details**

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| Campaign Name | Ad group Name | Sample Keywords | Sample Negative Keywords | Active Ads for last week | CTR | Impressions | CPC |
| Awareness | 1. Program - Youth Development | ymca youth programs, youth gym | National youth development, |  | ***13.98%*** | ***379*** | ***$1.14*** |
| 1. Program – Healthy Living | Gyms near me, fitness and health | Campground |  |
| 1. Service – Financial Assistance | Ymca financial assistance, funding assistance | Bristol tn ymca |  |
| 1. Program – After School Sports | After school, winter break program | Dallas ymca |  |
| Membership | 1. Senior Members | Senior fitness, aerobic exercise | Ymca bristol tn membership fee |  | ***16.67%*** | ***96*** | ***$1.73*** |
| 1. Join YMCA | Ymca near me, ymca membership | Ymca locations |  |
| 1. Volunteers | volunteer, summer volunteering |  |  |
| Contribution | 1. Make Donations | donation in bristol, donate | Plasma centers near me |  | ***3.25%*** | ***123*** | ***$0.93*** |