TECHNOLOGIES FOR WEB MARKETING
POST CAMPAIGN REPORT

July 17th 2023
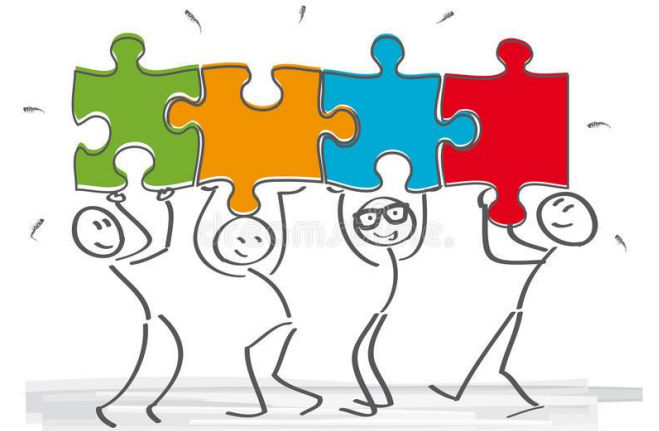
VIETNAM ANIMAL AID & RESCUE
No Profit Organization
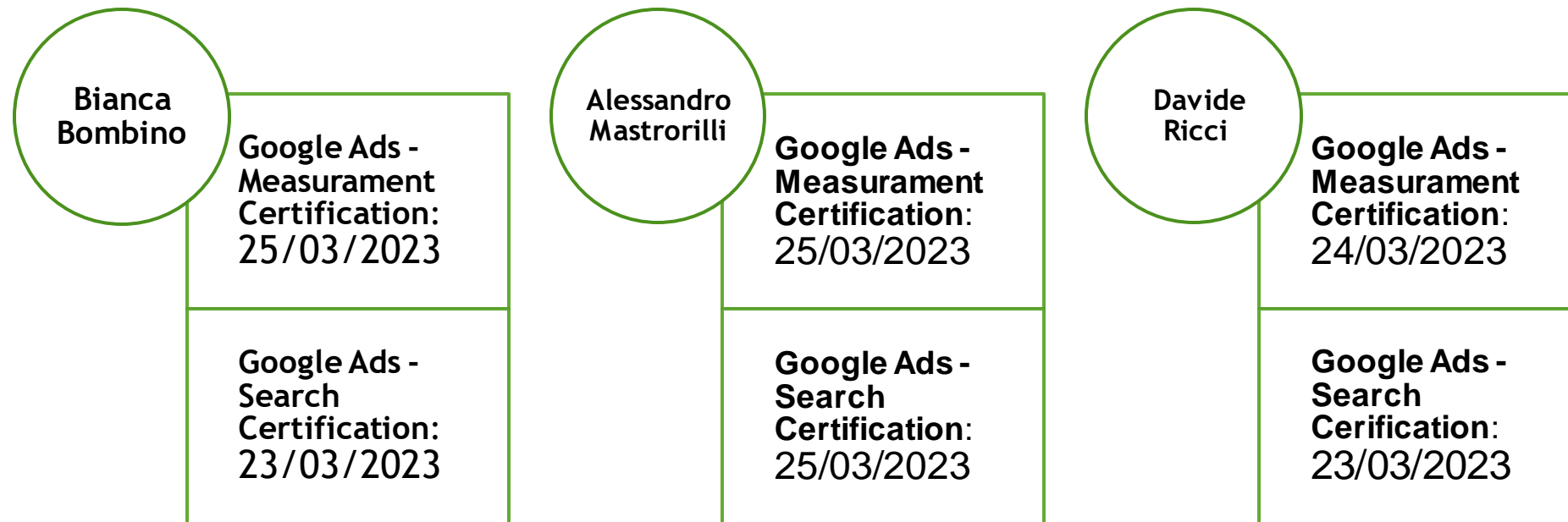
GROUP 0
Biancamaria Bombino
Alessandro Mastrorilli
Davide Ricci

GROUP COMPOSITION

TEAM MEMBER	BACKGROUND	MASTER DEGREE
Biancamaria Bombino (Team leader)	Computer Science	Data Science and Business Informatics
Alessandro Mastrorilli	Computer Science	Data Science and Business Informatics
Davide Ricci	Computer Science	Data Science and Business Informatics

CERTIFICATIONS

Bianca Bombino

Google Ads - Measurament Certification: 25/03/2023

Google Ads - Search Certification: 23/03/2023

Alessandro Mastrorilli

Google Ads - Measurament Certification: 25/03/2023

Google Ads - Search Certification: 25/03/2023

Davide Ricci

Google Ads - Measurament Certification: 24/03/2023

Google Ads - Search Cerification: 23/03/2023

INTERNAL ORGANIZATION

Study non-profit organization's problems.

Analyze current campaigns.

Examine expected goals.

Plan potential strategy.

- Parallel work following this pipeline.
- Final brainstorming to identify the correct campaigns' strategy
- Build the pre-campaign -> run -> monitoring -> optimize -> post-campaign report

VIETNAM ANIMAL AID AND RESCUE

DESCRIPTION

- VAAR is a Vietnam's animal rescue working for animal rights through vegan advocacy, veterinary capacity building and community outreach for animals in need.

MISSION

- The main mission is to end the pain and suffering of all species, through mass sterilization, vaccinations, education, and improving veterinary care across Vietnam

WHAT THEY DO

- Animal rescue and farm sanctuary
- Adoption
- Vegan education
- Mobile veterinary clinic and vet training
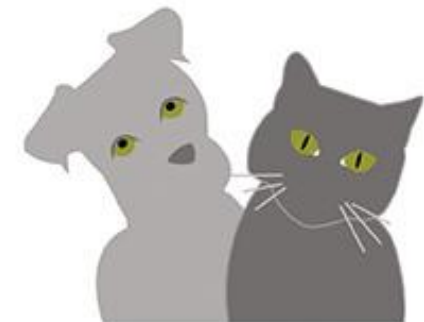
HOW PEOPLE CAN HELP THE ORGANIZATION

▶ **Make a donation** → free amount and recurrency. Option of selecting a specific campaign.

▶ **Sponsor an animal** → ten types of level based on the animal.

▶ **Merchandise** → fancy gadgets to sustain the animal rights.

VIETNAM
ANIMAL
AID & RESCUE

EXPECTED GOALS

DONATIONS

- Increase amount and frequency of donations

ADOPTIONS

- reach as many people as possible
- different levels of "animal sponsorizations"

CLICKS

- increase in the number of clicks, especially for the donation page

TARGET AUDIENCE

- reach not only individuals, but also big organizations

OPTIMIZE EXISTING CAMPAIGNS

CREATE AWARENESS

VIETNAM ANIMAL AID & RESCUE

STRATEGIES TO ACHIEVE VAAR'S GOALS

We planned and applied mainly four strategies:

- Study of appropriate keywords to increase the CTR of every campaigns.
- Test of different sitelinks for each service/product of VAAR organization to increase the number of impressions.
- Definition, in each campaigns, of at least 2 Ad Groups to rotate them weekly.
- Optimization after 3 weeks through the Google Optimization Score

With the VAAR organization, we identified as conversion the sales of merchandise stuff and the number of donations. Due to the problems we will expose in the next slides, we defined as conversion to monitor the number of clicks and relative CTR.

NEW CAMPAIGNS FEAUTURES

	DONATIONS	SPONSOR AN ANIMAL	MERCHANDISE
Marketing goals **Offers** **Budget**	Website traffic Maximize clicks 200 USD/day	Website traffic Maximize clicks 100 USD/day	Website traffic Maximize clicks 275 USD/day
Ad Groups **Main keywords**	1 Ad Group [free donation , cat donation , donate to dog charity , animal charities] Broad match	2 Ad Groups [feed animals, rescued animals, animal need protection, animal need veterinary care, vietnam animal rights] Broad match	2 Ad Groups [Animal, rights, t-shirt, bag] Phrase and Broad match
Sitelinks attached	NO SITELINKS DEFINED	10 sitelinks corresponding to the 10 level of animals sponsorization based on the animal and the time of sponsorization	3 sitelinks for Women, Men and bags

*After we defined the structure of the three campaigns, we have optimized them using Google Optimization Score suggests

OLD CAMPAIGNS FEATURES

	Home	What we do	How you can help
Budget	275,00 USD/day	100,00 USD/day	100,00 USD/day
Type strategy bidding	Maximize clicks	Maximize clicks	Maximize clicks
Number Ad groups	2	8	4
Main Keywords	Animal rescue, veterinary clinic, pet adoption	Adoption, mobile veterinary care, rescue farm, farm sanctuary, vegan education, Dynamic adoption	Animal rescue, ways to help animals, dynamic donation, work for us

OLD CAMPAIGNS IMPROVEMENTS

Here the main changes applied to these campaigns:

- Remove keywords that non generate traffic (from at least 1 year)
- Remove negative keywords that were in contrast with standard ones
- Added snippet, titles and images to the advertisement structure
- Activation of predetermined asset automatically created on the search network campaign
- Portfolio strategies with shared budget for campaigns

*Some of this suggestions were used also in the optimization of the three new campaigns

CAMPAIGNS RECAP AND ANALYSIS

	Merchandise_Unipi	*Sponsorizations_Unipi*	*Donations_Unipi*
What went well?	Number of impressions respect to the other new campaign	Initial good performance in #Clicks and CTR percentage	Very poor results
What could have gone better?	A better value of CTR, because we obtain a value lower than 6-7%	Google suspended our campaign because of the URL Patreon.com violating Google Ads Policy.	The value of CTR

CAMPAIGNS RECAP AND ANALYSIS

	Home	*What we do*	*How you can help*
What went well?	A good value of CTR, near to 10%	High number of impressions and a good value of CTR	High number of impressions and a good value of CTR
What could have gone better?	The number of clicks and impressions	The number of clicks	The number of clicks

POST CAMPAIGNS FINAL RESULTS

	Goal	Pre {{8/05/2023}}	Post {{17/07/2023}}	Pre/Post Change Rate %	Goal Achieved? (Yes/No)
Clicks/Traffic	Increase number of clicks on the web pages	6937	6973	+0,52%	YES
CTR %	Try to increase the CTR percentage for the overall campaign	6,71%	6,73%	+0,02%	YES
Conversion Rate	+5% Conversion Rate	0,00%	0,00%	0,00%	NO
Conversion Value	+5% Conversion Value	0	0	0,00%	NO

*Due to the problem of tags we couldn't monitor the conversion metrics

PROBLEMS ENCOUNTERED

TRACKING TAGS

- We were unable to track the number of conversions and the conversion rate, since there were no conversion tags on the VAAR's website, and the organization could not apply this changes on their html structure website. For these reasons we turned the initial conversion(sales and donations) in number of clicks and relative CTR.

PATREON URL

- There was a hyperlink that redirect to patreon.com in the "Sponsor an Animal" section of the organization website.
- This is a third part URLs, and this was removed by Google to resolve the deactivation of the Google Ads account(because it has broken the policy of Google). Due to this fact we lost a lot of information about the relative campaign.

GOOGLE ANALYTICS

- We could not monitor the metrics of campaigns with the web analytics tool "Google Analytics" again for the problem of GA tag in the structure of the Organizations's website. We pointed out the problem encountered but they were unable to add it to the website's html structure.

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MARKETING GOAL ACHIEVEMENT AND SOCIAL IMPACT

1 Explain how your Ad Grants campaigns had an impact in supporting the nonprofit's mission.

> Through these Ad Grants campaigns the nonprofit can increase its online visibility and reach a border audience. These campaigns can be used to raise awareness about the nonprofit's cause, highlighting the issues it addresses and the impact it seeks to make.

2 How did you design your campaigns to meet the nonprofit's goals?

> We decide to build three different campaigns to increase the brand awareness and in particular the number of merchandise stuffs sales and the number of animals sponsorizations. We applied appropriate keyword and sitelinks strategies to try reaching the goals

3 What would you advise the nonprofit to change in the future to better accomplish their digital marketing goals?

> 1. To add the tracking tag on their website to monitor their conversions through Google Analytics tools.
> 2. Be careful not to use terms in titles and descriptions that are not accepted by google policies.
> 3. To not include site like "patreon.com", because this is a third-part URL that breaks Google policies.
> 4. To use better titles and descriptions to make their ads more effective and innovative.

POTENTIAL ADVICES AND RECOMMENDED NEXT STEPS

❖ Add appropriate tags to the html structure to track conversions with Google Ads.

❖ Add the Google Analytics tags to monitor the performance of running campaign through this 3rd part web analytics platform.

❖ Remove hyperlinks that redirect to "patreon.com" and other 3rd part links that are in contrast with the Google Ads policies.

❖ A good improvement for the website and VAAR mission could be the investment in web development optimizations to increase the quality of landing pages.

EXECUTIVE SUMMARY

What are your key takeaways or learnings from this project?

1	**Keyword research:** To understand which keywords are most relevant to our target audience and make sure we use them strategically in our ads.
2	**Data analysis:**The experience of working with Google Ads have shown us the importance of data analysis in understanding the performance of our advertising
3	**Long-term sustainability:**During our work, we have faced challenges and unexpected events, but also learned how to adapt and maintain a long-term vision to support the organization in pursuing its mission.
4	**Budget and resources**: We have learnt the importance of carefully managing our budget and resources.
5	**Testing and Optimization:**We have experimented with different strategies and approaches during the project.

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THANK YOU FOR YOUR ATTENTION!