



Turnstone
Creating possibilities.

GROUP 9

TURNSTONE

ONLINE AD CAMPAIGN REPORT

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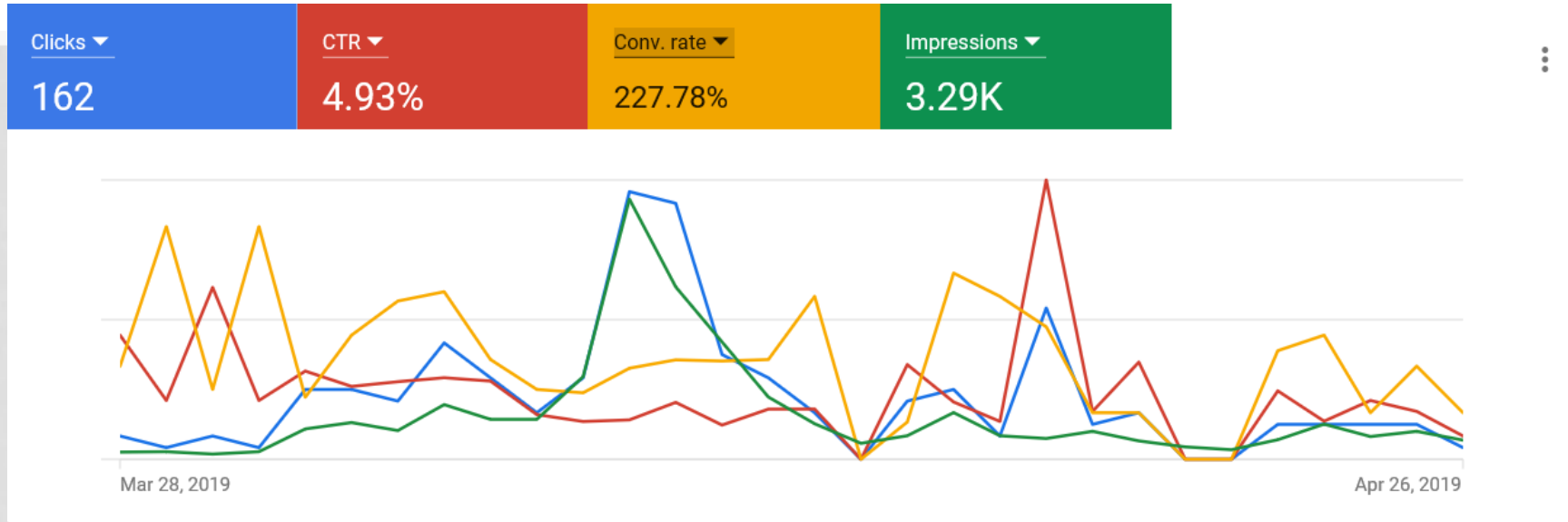
Saswat Sahoo

CORE OBJECTIVE OF CAMPAIGN AND ITS IMPLEMENTATION

1. **Increase Awareness:** Turnstone General Campaign was focused on promoting about the Non-profit. We used broad match keywords and focused mainly on Indiana, Michigan, Ohio. Bidding Target CPA - \$0.27 with budget of \$329/day.
2. **Cultivate Donors:** Here the goal was to drive sales i.e. increase number of donations. The target locations were Fort Wayne, Indiana and US. The budget was \$329/day and bidding strategy was Target CPA of \$1.80
3. **Recruit Volunteers:** The idea was to let people know how can they volunteer. The target location was Fort Wayne, Indiana and Indiana State in US. The bidding Target CPA was \$1.00 and daily budget of \$300.

Standard Adgroups were created for all of the campaigns.

CAMPAIGN OVERVIEW



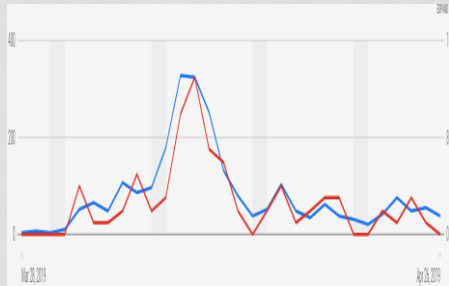
This is the overall report for 3 campaign – Volunteer Awareness, Promote donation and Turnstone General

Though the Non-Profit had no specific goal we decided to target better reach and increased CTR at the first phase.

INDIVIDUAL CAMPAIGN RESULTS

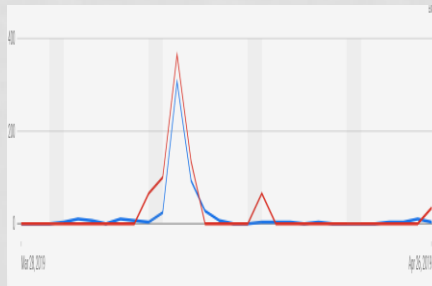
- Promote Donations

- Impressions: 2449
- Clicks: 78
- CTR: 3.18%
- Conversions: 113



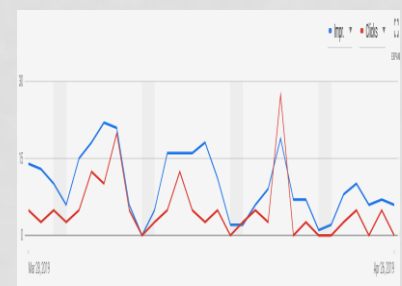
- Volunteer Awareness

- Impressions: 532
- Clicks: 23
- CTR: 4.32%
- Conversions: 32



- Turnstone General

- Impressions: 279
- Clicks: 60
- CTR: 21.51%
- Conversions: 223



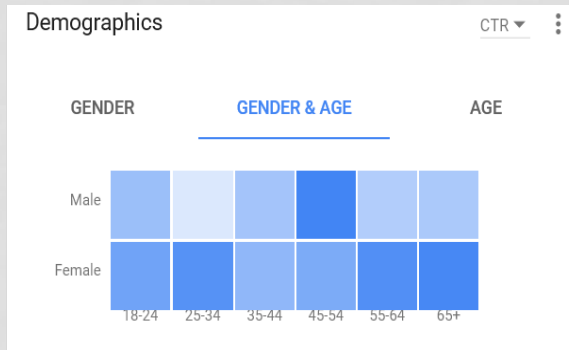
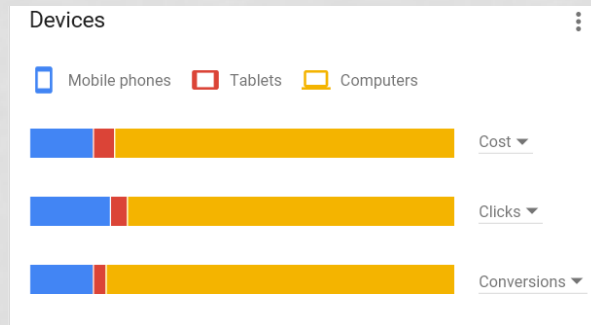
PERFORMANCE METRIC

Campaign and Keywords

| Keywords | | | |
|---------------------------|---------|--------|--------|
| | Cost | Clicks | CTR |
| Turnstone Center | \$68.26 | 60 | 21.51% |
| Intellectual Disabilities | \$57.89 | 22 | 6.30% |
| non profit organizations | \$54.77 | 17 | 2.78% |
| donation center | \$18.22 | 6 | 4.03% |
| donate | \$14.27 | 5 | 3.88% |

| Campaigns | | | |
|---------------------|----------|--------|--------------|
| | Cost | CTR | Cost / conv. |
| Promote Donations | \$222.89 | 3.18% | \$1.97 |
| Turnstone General | \$69.34 | 20.40% | \$0.31 |
| Volunteer Awareness | \$47.22 | 4.32% | \$1.48 |
| Facility Rental | \$0.00 | 0.00% | \$0.00 |

Device and Demographic



RECOMMENDED NEXT STEPS:



Strategy A: Track everything

We recommend using a call tracking solution to determine the source of calls that originate from your website. Regardless of where it comes from, the more data they have, the better they'll understand how their campaigns are performing. Within Google Analytics, they can track bounce rates, time on site, and conversions, to determine the strengths and weaknesses of their campaigns.

Strategy B: Adjust bids

Pay close attention to the positions the ads are appearing in. Sometimes, when keywords have a very low CTR, it's because the ads they appear in are too low on the page. Try slowly increasing your bid over a few days until the ad moves to a higher position, which should translate into more clicks.

Strategy C: Organize proper keywords

Don't just copy and paste the list of keywords into one AdWords bucket. They need to organize them into campaigns and ad groups.

Strategy D: Testing

Keep testing within each of the ad groups, make sure they are always running at least two different ad versions.

THANKS!

Any Questions?