Ad Grants
Nonprofit Marketing Immersion

Pre-Campaign Report

Agnese Simonelli

Angelica Maria Puddu

Arianna Lisi

Elisa Pashku

Luca Palla

APRIL 29, 2021

Nonprofit Overview

ACMT-Rete

- www.acmt-rete.it

- Medical research

- San Lazzaro di Savena (BO) Emilia Romagna

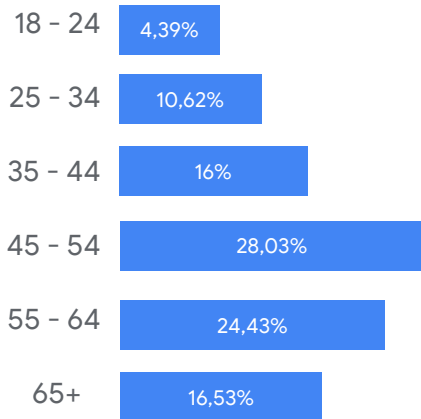- Nationwide

- 20 years active

Mission:
Promotion and dissemination of the culture and practice of volunteering; make people aware of a rare disease.
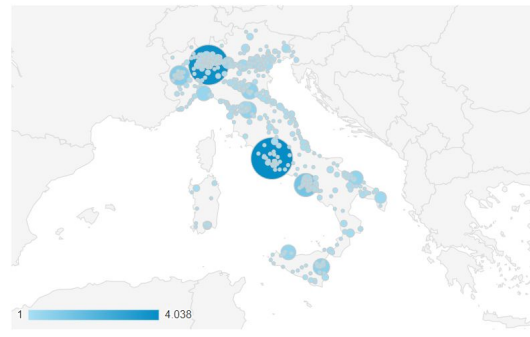
Market and Target Audience Analysis
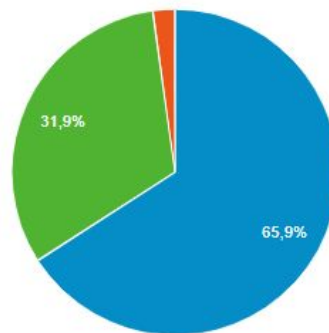
Period: March 2021

Age

18 – 24	4,39%
25 – 34	10,62%
35 – 44	16%
45 – 54	28,03%
55 – 64	24,43%
65+	16,53%

Geography

1 — 4.038

Gender

Male	58,88%
Female	41,12%

Device

31,9%

65,9%

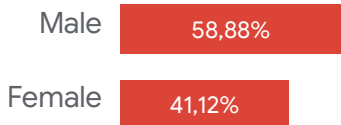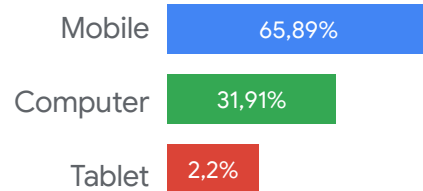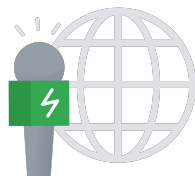|	
Mobile	65,89%
Computer	31,91%
Tablet	2,2%

Google

Current Marketing

Website Overview

Newsletters
Donations
Subscriptions
Online Shop
Events

Online/Offline Marketing

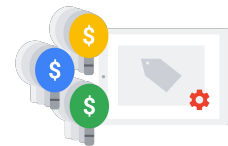**Online Channels**
Facebook: @AssociazioneACMTRete,
Instagram: @acmtrete,
Twitter: @ACMT_Rete,
YouTube Channel:
@AssociazioneACMT-Rete

Offline channels (Congresses, direct
mailing, newspapers & print,
fundraising in public areas, fairs etc.)

Current Ad Grants Campaigns

There are already 8
campaigns implemented
(plus 2 in pause due to
covid19):
- 7 of type Search
- 1 of type Smart

Google

Current Account Performance

Period 1 - 31 March 2021

Impressions

Desktop	25,706 (62.4%)
Mobile	13,651 (33.1%)
Tablet	1,853 (4.5%)

41.2K

Average CPC

Desktop	1.24€
Mobile	1.79€
Tablet	1.31€

1.44€

Click-Through rate (CTR)

Desktop	13.94%
Mobile	15.03%
Tablet	6.58%

13.97%

Conversions and Conversion Rate

- 126.01 = 73.01 views of a key page + 53 contacts
- 2.19%

Graph showing the daily curves of Impressions, Avg CPC, CTR and Conversion Rate

Impressions ▼	Avg. CPC ▼	CTR ▼	Conv. rate ▼
41.2K	€1.44	13.97%	2.19%

1 Mar 2021   31 Mar 2021
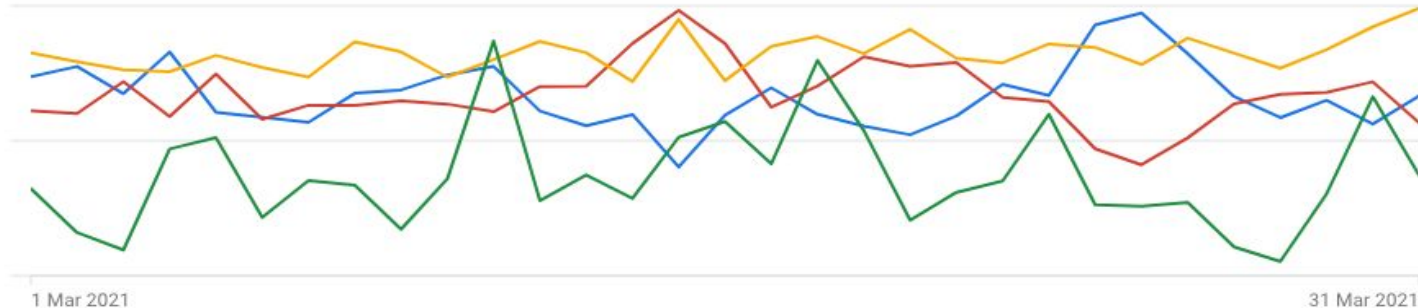
Nonprofit Marketing Goals

Raise Awareness

During March they had 25,016 new users
ACMT is actively tracking changes on their web.
41.210 impressions, 5,757 clicks, 13,97%% CTR

Increase Donations

Their fundraising goals are to improve the PayPal donations by creating a fundraiser on Facebook or via a secure payment method PayPal / Credit Card

They do not have any specific target donor. Everybody especially charity organisations , Voluntary Organizations

Educate Mission

Promote information and training projects in order to increase the skills and knowledge concerning the treatment of the disease and similar syndromes and finding the right specialists

Google

Proposed Strategies to Raise Awareness

Associazione

It aims to make the association known to those affected by the disease and their families

CMT&Me

Application for smartphone for collecting data on patients' health condition to evaluate the burden of the disease on their daily life. (CMT&Dynamic, CMT&ME Sintomi e Profilo Medico)

Diritti

Raise awareness of all rights concerning this disability (Diritti generici, legge 104, invalidità)

1. Reorganize *Associazione* campaign

2. Move some ad groups from *Associazione* to *Donazioni* campaign (where we can target the audience)

3. Redefine **keywords** (change "broadmatch" type of matching)

4. Improve *Invalidità* and *Diritti Generici* ad groups in *Diritti* campaign

Google

Proposed Strategies to Increase Donations

Donazioni
Aims to maximize donations for ACMT

1. Create a campaign with a **target group** that tends to donate the most

2. Expand the **location** for donors not only of Italy

3. Edit **sitelinks** and texts of ads to increase visibility of all campaigns

Google

Proposed Strategies to Educate Mission

Trattamenti
Help users with health therapy and rehabilitation

2019 Sintomi
Campaign about the symptoms that manifest in people affected by the CMT disease.

Specialisti
Help users to find specialist in CMT disease

Corsi Formazione
Currently paused due to Covid19

Trova i migliori specialisti
Currently paused due to Covid19

1. Set an appropriate **goal** for **Trattamenti** campaign

2. Set **website traffic** as the goal of **2019 Sintomi** campaign

3. Use **general keywords** and improve the **negative keywords** mostly in *Neurologo* ad group of *Specialisti* campaign

4. Some **sitelinks** are not really effective: we can work on them and try to improve their attractiveness

Google

Account Performance Metrics and Goals

Key Metrics	Current ("Pre")	Target Goal	How
Clicks	5.757	Improve clicks and traffic making all campaigns more **attractive** to users	Making content more attractive to users, using call to actions and new keywords.
Impressions	41.210	Improve impressions to make all campaigns more **visible** to the users	Making sure that **keywords** are relevant and included also on the landing page.
CTR %	13,97%	Improve number of clicks as possible	Using more relevant **keywords** on the landing page, and being careful to contents (texts, images, videos) in sitelinks and announcements.
Conversion Rate	2,19%	Optimize the conversion rate in all campaigns	We have to ensure **conversion tracking** is set up properly, then we have to increase **Ad Quality Score** using also call to action actions
Conversion Value	0	Improve conversion value to return more on ad spend.	We have to ensure they are tracking donation values accurately to maximize conversions with **bid strategy.** We could try to insert values for action conversions different from 0.

Google

Campaign Weekly Plan Summary

	Start Date: 3 May 2021					End Date: 3 June 2021

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8

Strategy

- **Kickoff Meetings** with the ACMT representative

- Identify & agree on:

- Number of campaigns

- Keyword strategy

- Goals

- Success metrics

Strategy

- Budget redistribution

- Modify some characteristics of the campaigns

Strategy

- Check metrics and performance

- Evaluation of the best campaigns

Strategy

- Begin collecting performance data

- Align on next steps

- **Closing Meeting**

Google