Google

Ad Grants Nonprofit Marketing Immersion

Post-Campaign Report

ACTM-Rete/03.06.2021

Executive Summary

What are your key takeaways or learnings from this project?

1	Use and explore Google Ads and Google Analytics in a project based approach.
2	Work closely with a non profit and learn how to analyse their objectives and find technological solutions.
3	Become aware of Charcot Marie Tooth disease.
4	Improve international team working skills, especially brainstorming and task division.
5	Practice public speaking skills during the presentations.

Diritti

What went well?

All data increased thanks to adding the Dynamic group, new keywords and announcements for each ad group. It is the campaign with the best performance in absolute values.

What could have gone better?

Compared to the other groups of this campaign, the ad group Diritti Generico recorded lower metrics, but still acceptable.

	Clicks ▾	Impressions ▾
● Invalidità	3,370	23,240
● 104	1,519	10,270
● Diritti_Dinamico	194	1,019
● Diritti Generico	84	950

How did we perform against our goals from the Pre-Campaign Report?

Raise Awareness

T

The goal was to improve the metrics, i.e. that as many people became aware of the rights reserved to those affected by Charcot Marie Tooth and to disable people in general. It has been reached, since the traffic from ads has increased.

Google

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CMT&Me

What went well?

Even if we made few changes we managed to increase the values of the metrics of this campaign.

Raise Awareness

What could have gone better?

As this campaign was not a priority for them, we didn't spend a lot of energy on improving it.

Google

Associazioni

CTR ▼
18.38%

Conv. rate ▼
5.37%

The ads of this campaign have a high interaction rate and the conversion rate is increased with respect to the previous campaign.

Clicks ▼
0

Impressions ▼
0

CTR ▼
0.00%

The ad group regarding the awareness did not register any numbers, this is due to the low volume of the keywords concerning this topic.

Raise Awareness

The goal was to increase the metrics, i.e. that as many people became aware of the association and the disease.It has been reached, since the traffic from ads has increased and the conversion rate has also increased.

Google

Donazioni

What went well?

The ads and sitelinks of this campaign have become much more specific covering all the possible ways the nonprofit adopts for donations.

[Dynamically generated headline]
Ad [Dynamically generated display URL]

ACMT-Rete esiste grazie al sostegno di volontari e donatori
Bomboniere e Regali
Lascito Solidale
Donazione in memoria
Lista di Nozze Solidale

What could have gone better?

Unfortunately, the keywords in this campaign are used by a lot of competitors with larger budgets that are able to prevail, which is why the ads have not been able to appear often in searches.

How did we perform against our goals from the Pre-Campaign Report?

Increase Donations

The plan for this campaign was to target the most likely to donate users with the goal of increasing donations. We soon realized that the filters applied to users not only reduced traffic but also the probability that some of them would donate.

Google

2019 Sintomi

Clic ▾	Impressioni ▾	CTR ▾	Conversioni ▾
3.074	23.240	13,23%	134,33

What went well?

Every metric has increased from 3 to 5 times more than the previous campaign, especially the number of conversions that went from 24 to 134,33.

What could have gone better?

During the month the optimization value was around 88.8%. We set new parameters for actions of conversions and it reached 100% by the end of the campaign.

Educate Mission

How did we perform against our goals from the Pre-Campaign Report?

One of the main goals related to the Educate mission, which was to inform people about the symptoms of Charcot-Marie-Tooth, has been achieved, since what matters here is to reach a great part of the population in order to spread information. If we look at all the metrics reported above, we can see that this campaign has performed much better than the previous one.

Google

Specialisti

Clicks ▼	Impressions ▼	CTR ▼
3 ↑2	20 ↑11	15.00% ↑3.89%

What went well?

There was an increase in impressions and clicks. The main support was given by the Dynamic ad group.

What could have gone better?

Although data concerning metrics was doubled, new keywords and Dynamic group showed lower result than others campaign.

How did we perform against our goals from the Pre-Campaign Report?

Educate Mission

The main goals for each campaign have been reached. The aim was to help patients to find the best specialist who works near them. However, Specialisti shows lower result than the others mission related campaign, probably due to the drugs limitation problems which limited our action radius.

Google

Trattamenti

Clicks ▾	Impressions ▾	CTR ▾	Conversions ▾
29	108	26.85%	5.00

What went well?

There was a sensible improvements in all metrics (5 times better than before) in particular in clicks, impressions, and conversions. Dynamic ad group played a dominant role.

Clicks ▾	Conversions ▾
0	0.00

What could have gone better?

Ad group "Generici" which was thought as possible solution to reach a higher number of users was ineffective showing poor data.

Educate Mission

How did we perform against our goals from the Pre-Campaign Report?

The main goals for each campaign have been reached. In particular, let the people know which are the treatment that can help to live with this disease was the first aim of this campaign. The slightly improvement in metrics such as clicks and impressions are considered an optimal result in order to accomplish this objective.

Google

Performance Metrics Review

How did we perform against our goals from the Pre-Campaign Report?

	Pre 1-31 March	Post 3 May - 3 June	Pre/Post Change Rate %	Improvement? (Yes/No)
Clicks x2≈	5.757	9.196	+59,74%	Yes
Impressions	41.210	64.019	+55,35%	Yes
CTR % Avg. 6.40%	13,97%	14,36%	+0,39%	Yes
Conversion Rate	2,19%	3,92%	+1,73%	Yes
Conversion x3	127,01	360,08	+183,44%	Yes

Google

Marketing Goal Achievement & Social Impact

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

> They already have the campaigns running, but thanks to our changes we have reached more people.

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

> We have tried to refine existing campaigns working on the ads *(adding new sitelinks and headlines)*; adding new keywords with more volume of search; and setting specific goals for each campaign.

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

> Improve the visibility of the goals in the website, like the contact page. Add more contents about their goals in their social media profiles, especially on Facebook, where they have most of the clicks.

Google

Recommended Next Steps

1   *__Check all metrics__ periodically and the __goodness of Ads__ and update them if necessary.*

2   *Check that the __keywords__ are always __relevant__ and __searched__.*

3   *Revisit the budget of the __Diritti__ and __2019 Sintomi__ campaigns, which are overperforming.*

4   *Check the __search terms__ of the __dynamic ad groups__ to verify if the users interest is related to the nonprofit and if there are new topics to cover in the site.*

5   *Getting donations is a hard achievement which can be reached by __persistent interaction with the audience__.*

Google

Thank you for the attention!