



# Ad Grants

# Nonprofit Marketing Immersion

## On-Going Campaign Report



Comitato Promotore San Michele Cammino di Cammini ETS - 23/05/2023

Group 8

# Non profit overview

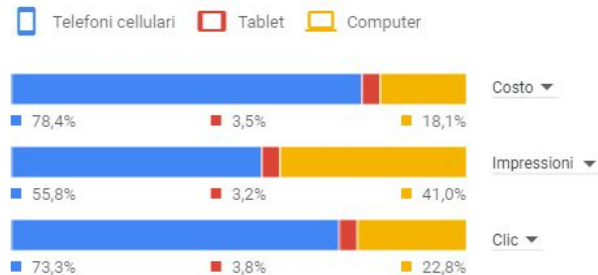
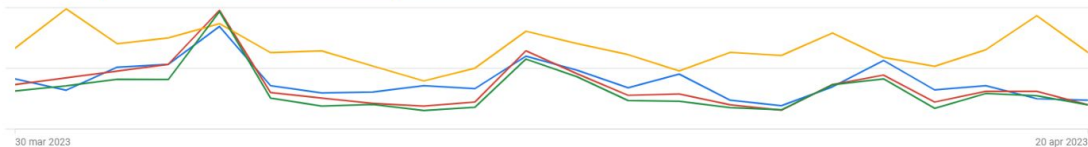
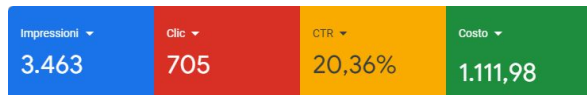


- **Name:** Comitato Promotore San Michele Cammino di Cammini ETS
- **Cause area:** Arts, Culture, Nature, Environment
- **Services offered:** Offering guidance and directions to those interested and organizing pilgrimages along the route of the Cammino di San Michele
- **Goal:** Create brand awareness and promote their events
- **Audience:** both males and females coming as a majority from Italy, mostly with an age between 25 - 55

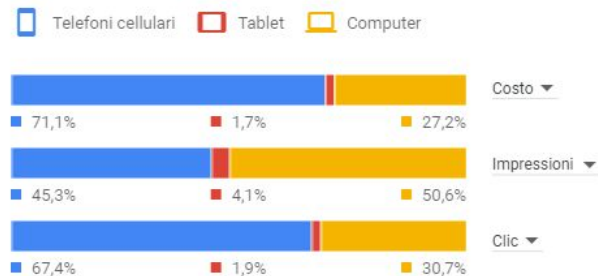
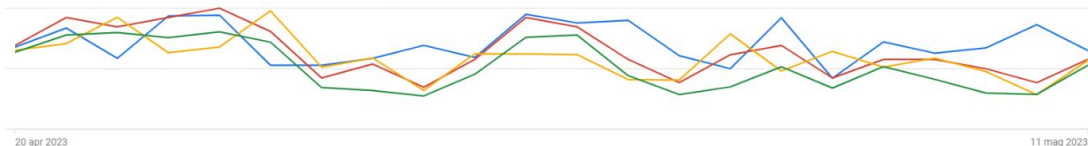
# Account performance



## Pre-Campaign (30/03 - 20/04)



## On-going Campaign (20/04 - 11/05)



# Campaign Organization



We decided to stop all the previous active campaigns in order to track only the ones driven by us, except one.

- **RETE DI RICERCA:** organization's campaign that uses competitors' keywords to increase their visibility and reachability  
→ we know it is not allowed and correct, but the organization asked us to keep it active.

We launched three new campaigns:

- **TRACCIA TRAFFICO SUL SITO:** aims to promote and increase the organization's visibility and brand awareness, without using their competitors' keywords.
- **TRACCIA TRAFFICO SUL SITO 2:** aims to promote the organization as before, this time only focusing on the regions Toscana, Piemonte and Puglia which are the three regions with the longest stretches of the path.
- **CAMMINO LUCCA-PAGANICO:** aims to promote their specific event in Tuscany.

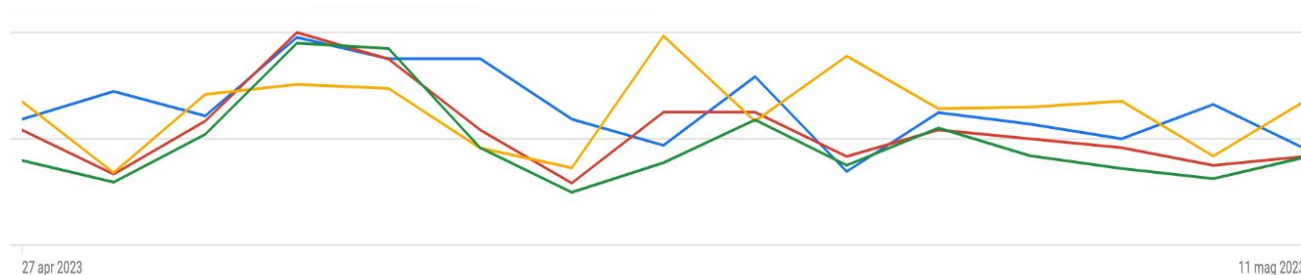
# Campaign performance

## “RETE DI RICERCA”

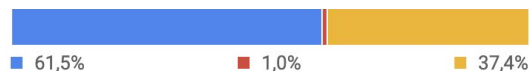
(shown data 27/04 - 11/05)



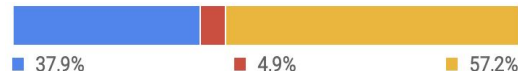
Impressions ▼	Clicks ▼	CTR ▼	Cost ▼
1.256	195	15,53%	288,15 USD



Clicks



Impressions



CTR



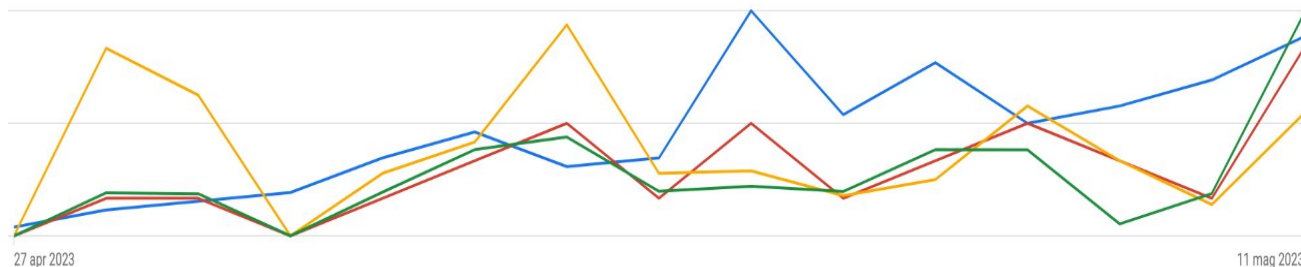
# Campaign performance

## “TRACCIA TRAFFICO SUL SITO”

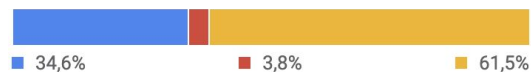
(shown data 27/04 - 11/05)



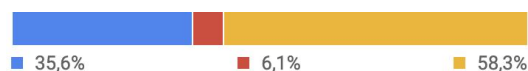
Impressions ▼	Clicks ▼	CTR ▼	Cost ▼
180	26	14,44%	40,02 USD



Clicks



Impressions



CTR



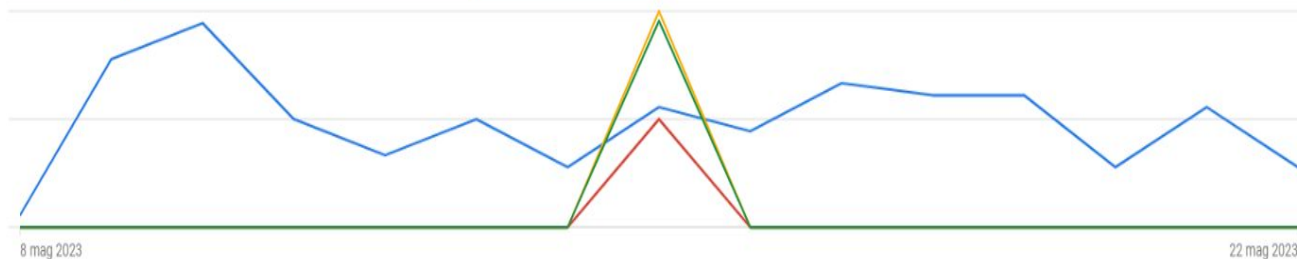
# Campaign performance

## “TRACCIA TRAFFICO SUL SITO 2”

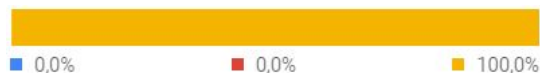
(shown data 08/05 - 22/05)



Impressioni ▾	Clic ▾	CTR ▾	Costo ▾
133	1	0,75%	1,91 USD



Clicks



Impressions



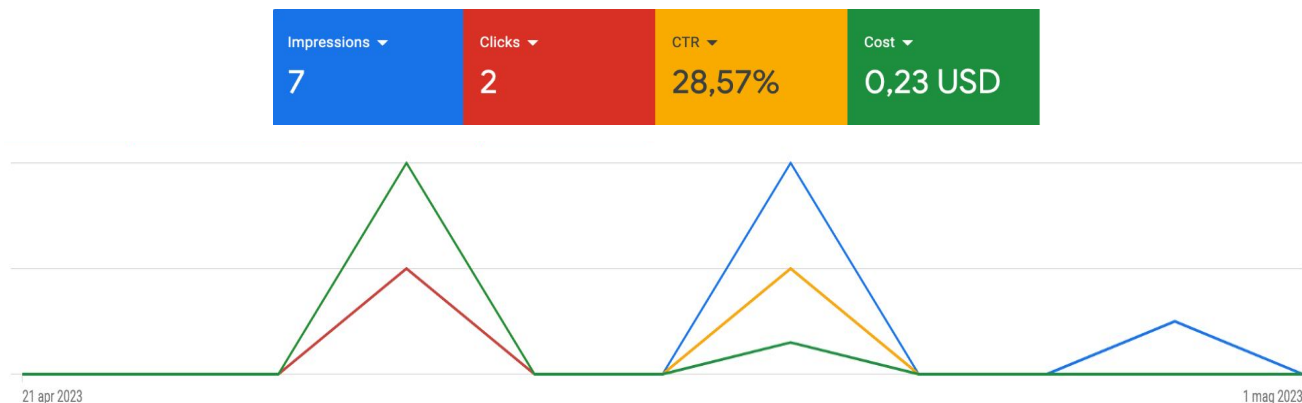
CTR



# Campaign performance

## “CAMMINO LUCCA-PAGANICO”

(shown data 21/04 - 01/05: the whole duration of the campaign)



- Not enough data available due to the duration of the campaign
- Not shown data is not meaningful



# Keywords

The keywords with the highest number of impressions and Click-Through Rate shown here are from the “*Rete di Ricerca (RR)*” and “*Traccia traffico sul sito (TTS)*” campaigns.

		Impression	CTR	Campaign
1	sentieri trekking	173	14.5%	RR
2	cammini	87	5.8%	RR
3	“cammini in italia”	70	24.3%	TTS
4	“cammini”	45	11.1%	TTS
5	pellegrinaggio	30	6.7%	TTS



**THANK YOU ALL FOR  
YOUR ATTENTION!**