



# Kepler Academy

## Bunny's Flowers Google Campaign Results + Summary

05/01/2024

# Agenda for Today

- 
1. Key Terms
  2. Executive Summary
  3. Campaign Structure
  4. Paid Search Performance
  5. Next Steps
  6. Questions



# Key Terms Defined

Term	Definition
Cost	Amount spent on ads during a designated time frame
Impressions	Number of times your ad has been seen as a result of a search
Clicks	Number of times your ad has been clicked on
Click through rate (CTR)	The ratio of users who have clicked after seeing an ad (clicks/impressions)
Cost per click (CPC)	How much is spent, on average, for each click (spend/clicks)

## Client

### Bunny's Flowers

- Bunny's Flowers is a 501(c)3 non-profit organization dedicated to environmental and wellness education programs, fostering community development and public education for children, adults, and families.

## Client Goal

- Increase website traffic and clicks to relevant landing pages in order to drive more course sign-ups, donations, volunteers, and overall brand awareness
- Primary KPIS:
  - Clicks
  - CTR
  - CPC
- Secondary KPIS:
  - Impressions
  - CPM
  - Conversions
  - CVR

## Our Approach

- Utilizing traffic and conversion oriented campaigns, we've incorporated ad groups aligning to relevant pages across bunnysflowers.org.
- We selected keywords thematically aligned with respective ad groups to ensure we are reaching the most relevant audience to achieve the desired results.

# Program Achievements

Website Traffic, Donate, E-Learning   National	
Metric	Overall Program Delivery (3/25 - 4/22)
Cost	\$681.34
Impressions	1,189
Clicks	98
CTR	8.24%
CPC	\$6.95



The background features a vibrant, abstract design. It consists of thick, hand-drawn wavy lines in teal and orange, creating a sense of movement and depth. A large, solid orange circle is positioned in the upper left quadrant, partially overlapping the wavy lines. The text is centered within this circle.

# Paid Search Campaign Structure

# Google Ads Campaign Structure – 1

KA | Website Traffic, Donate, E-Learning | National

General / Home Page

Donate

Environmental E-Learning

Volunteer

Environmental  
Nonprofit

Agriculture

Nonprofit

Donate

Environmental  
Education

Agriculture  
e-learning

Volunteer

Community  
Service

<https://bunnysflowers.org/>

<https://bunnysflowers.org/donate/>

<https://bunnysflowers.org/courses/>

<https://bunnysflowers.org/volunteer/>

# Google Ads Campaign Structure – 2

KA | Environmental Ed Programs | PA, NJ, NY

Environmental Education Programs

Outdoor Activities

Environmental Awareness

<https://bunnysflowers.org/programs/>



# Keyword Plan - Campaign 1: KA | Website, Traffic, Donate, E-learning | National



## Keyword Group #1: General Homepage

**Description:** Reach people who value the environment and sustainability.

**Reasoning:** These individuals are most likely to align and engage with Bunny's Flowers as an organization.

### Keyword Examples:

- community service center
- local nonprofits
- save the planet



## Keyword Group #2: Donate

**Description:** Reach individuals who are actively looking to donate towards environmental causes.

**Reasoning:** These individuals are most likely to donate to Bunny's Flowers.

### Keyword Examples:

- donate environment
- preserve ecosystems
- donate sustainability

# Keyword Plan – Campaign 1: KA | Website, Traffic, Donate, E-learning | National



## Keyword Group #3: Environmental E learning

**Description:** Reach people who are interested in learning more about gardening, landscaping and similar topics.

**Reasoning:** These individuals are most likely to be interested in one of Bunny's Flowers' courses.

### Keyword Examples:

- gardening classes online
- learn how to garden
- learn how to compost



## Keyword Group #4: Volunteer

**Description:** Reach individuals who are looking for volunteering opportunities and value environmental sustainability.

**Reasoning:** These people are most likely to be interested in volunteering with Bunny's Flowers.

### Keyword Examples:

- gardening volunteering
- environmental volunteering
- green volunteering

# Keyword Plan - Campaign 2: KA | Environmental Ed Program | PA, NJ, NY



## Keyword Group #5: Environmental Educations Programs

**Description:** *Reach people who want to participate in local environmental education programs.*


**Reasoning:** *Our goal here is to increase our student base and overall awareness of our environmental education programs.*

### Keyword Examples:

- gardening programs
- community events
- clean up community

# Search Ad Creatives

**Sponsored**




Bunnys Flowers Trust  
[www.bunnysflowers.org/home](http://www.bunnysflowers.org/home)


## Sustainability Organization - Nonprofit Kid Nature Programs - Regenerative Agriculture

Join our community of over 1000 students in hands-on environmental learning. Community and environmental education starts here, with Bunny's Flowers. Learn more. Service catalog: Landscape Design, Composting, Gardening, Going Green, Green Fundraising, Terrariu...

[About Us](#)[Bunny's Flowers Team](#)

 Doylestown · 3931 Swamp Rd

**Sponsored**




Bunnys Flowers Trust  
[www.bunnysflowers.org/environmental](http://www.bunnysflowers.org/environmental)

## Gardening Programs - Environmental Event Ideas

Bringing education to yoga, gardening, fitness, dance, arts and crafts, ecology, and more! Environmental events are not only fun and rewarding, but can improve your mental health. Service catalog: Landscape Design, Composting, Gardening, Going Green, Green...

[Bunny's Flowers Team](#)[Student Registration](#)

 Doylestown · 3931 Swamp Rd

The background features a vibrant, abstract design. It consists of thick, wavy, hand-drawn lines in teal and orange that flow across the frame. A large, solid orange circle is positioned in the upper-left quadrant, partially overlapping the wavy lines. The text "Paid Search Performance" is centered within this orange circle in a white, serif font.

# Paid Search Performance

# KA | Website Traffic, Donate, E-Learning | National - Ad Group Performance

Bunny's Flowers 3/25 - 4/22					
Ad Set Name	Spend	Impressions	Clicks	CTR	CPC
General / Home Page	\$196.43	526	35	6.65%	\$5.61
Donate	\$0	17	0	0%	n/a
Environmental E-Learning	\$13.74	95	4	4.21%	\$3.44
Volunteer	\$471.14	551	59	10.71%	\$7.99
Grand Total	\$681.34	1189	98	8.24%	\$6.95

### Key Observations

- Volunteer ad group was the highest performing in this campaign, accounting for 69% of the total spend.
  - The ad group drove the most spend, while also driving the highest CTR (10.71%), impressions (551), and clicks (59).
- The General/Home Page ad group followed suit driving the second highest click volume and CTR, while driving a CPC 29% more efficient than the Volunteer ad group.
- Environmental E-Learning had the lowest CTR and drove the least amount of spend.
- Donate ad group was the lowest performing, across all KPIs, with no activity other than impressions.

# Google Ads Keyword Performance - KA | Website Traffic, Donate, E-Learning | National

Campaign Name: KA   Website Traffic, Donate, E-Learning   National Dates: 3/25 - 4/22					
Keyword	Cost	Impr.	Clicks	CTR	CPC
volunteer opportunities	\$294.41	435	41	9.43%	\$7.18
nonprofit volunteering	\$84.54	32	5	15.63%	\$16.91
gardening volunteering	\$42.50	31	5	16.13%	\$8.50
community service ideas	\$33.48	21	6	28.57%	\$5.58
nonprofit organization	\$27.62	68	5	7.35%	\$5.52
native plants	\$23.78	60	5	8.33%	\$4.76
environmental organization	\$22.69	39	4	10.26%	\$5.67

## Key Observations

### Keyword Impact and Impressions:

- Volunteer and general/homepage ad groups utilized impactful keywords such as "volunteer," "opportunities," "organization," and "plants," resulting in the highest impressions and driving engagement and conversions.

### Keyword Performance Comparison:

- The General/Home Page ad group keywords achieved a 44% better average CPC compared to the volunteer ad group.
- Conversely, the Volunteer ad group keywords achieved a remarkable 50% higher average CTR than the General/Home Page ad group.

### Challenges with Donate and E-learning Ad Groups:

- Donate and E-learning ad groups faced performance challenges, characterized by very low impressions and clicks.
- Factors contributing to this underperformance include lower click-through rates, reduced engagement, and less effective targeting strategies.



# Google Ads Performance - KA | Environmental Ed Programs | PA, NJ, NY

Bunny's Flowers 3/25 - 4/22					
Ad Set Name	Spend	Impressions	Clicks	CTR	CPC
Environmental Education Programs	\$0	1	0	0%	\$0
Grand Total	\$0	0	0	0%	\$0

Campaign Name: KA Environmental Ed Programs   PA, NJ, NY Dates: 3/25 - 4/22					
Keyword	Cost	Impr.	Clicks	CTR	CPC
gardening classes for beginners near me	\$0	1	0	0%	-
community classes	\$0	0	0	0%	-
gardening education	\$0	0	0	0%	-

## Key Observations

- Geographical Limitations:** The campaign's reach is restricted by a **limited geographical area**.
- Niche Keywords:** Utilization of niche keywords results in fewer searches and impressions.
- Grant Account Constraints:**
  - Grant accounts receive only **10% or less of the total impression share**, limiting exposure.
  - Grant accounts are allowed a maximum cost-per-click (CPC) limit of **\$2.00 USD**
- Common Trend:** Low expenditure on such campaigns is typical for small regional **nonprofits** due to the low search volume in their category.

## Next Steps

- Geographic Demographic:** Engage eco-conscious states with broader messaging for environmental advocacy.
- Expanding Keyword:** Tailor keywords to resonate across diverse demographics.

# Google Ads Location Performance – KA Website, Traffic, Donate, E-Learning | National

KA Website, Traffic, Donate, E-Learning   National (3/25 - 4/22)					
Location	Cost	Impr.	Clicks	CTR	CPC
CA	\$81.49	140	12	8.57%	\$6.79
WA	\$47.47	75	10	13.33%	\$4.75
FL	\$59.85	103	9	8.74%	\$6.65
NY	\$54.16	92	8	8.70%	\$6.77
NJ	\$19.09	35	6	17.14%	\$3.18
PA	\$18.35	58	2	3.45%	\$9.18
USA	\$681.34	1189	98	8.24%	\$6.95

## Key Observations

### Our Target States

New Jersey (Most Efficient)

- Highest CTR
- Lowest CPC

Pennsylvania

- Highest CPC

New York

- Highest Impressions
- Highest Overall Cost

### Next Steps

- Since top performing states are CA, WA, FL, we recommend to add PA, NY, and NJ to geographic targeting locations.

# Google Ads Location Performance – KA | Environment Ed Programs

KA   Environment Ed Programs (3/25 - 4/22)					
Location	Cost	Impr.	Clicks	CTR	CPC
NJ	0	1	0	0%	0
PA	0	0	0	0%	0
NY	0	0	0	0%	0

## Key Observations

### Geographical Limitations:

The campaign's reach is restricted by a **limited geographical area**. This had a negative impact on the campaigns overall reach and delivery.

# Day of the Week Observations

All Campaigns Date Range: 3/25/24 - 4/22/24					
Day of the Week	Cost	Impr	Clicks	CTR	CPC
Monday	\$179.58	385	30	7.79%	\$5.99
Tuesday	\$206.51	231	21	9.09%	\$9.83
Wednesday	\$29.38	111	5	4.50%	\$5.88
Thursday	\$82.85	122	12	9.84%	\$6.90
Friday	\$61.64	124	8	6.45%	\$7.71
Saturday	\$56.88	84	10	11.90%	\$5.69
Sunday	\$64.50	133	12	9.02%	\$5.38

## Key Observations

### Best Day: Monday

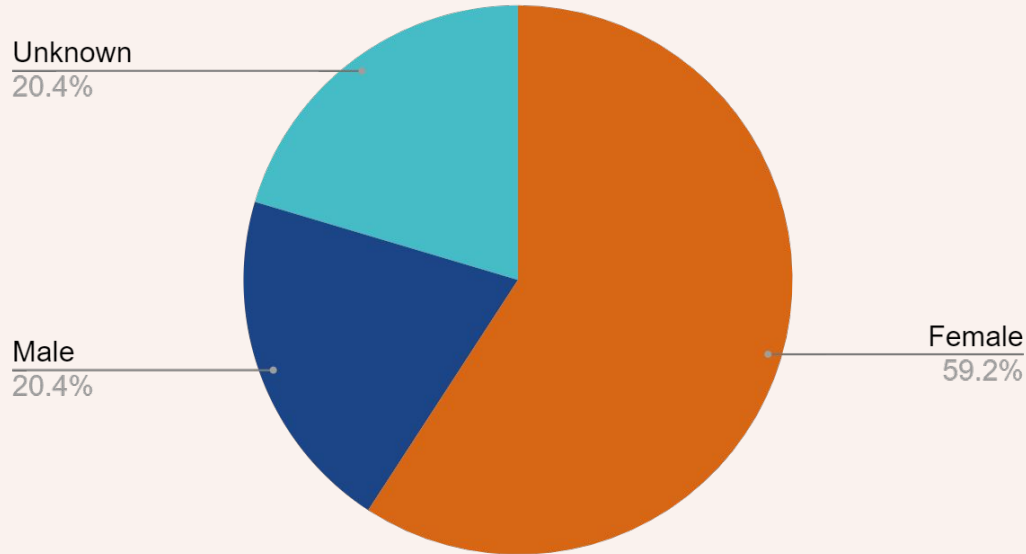
- Highest number of impressions (385) and clicks (30)
- Efficient Cost per Click (\$5.99)
- Median Click-Through Rate (7.79%)

### Worst Day: Wednesday

- Lowest amount of clicks (5)
- Lowest click-through rate (4.50%)
- Second lowest impression count (111)

# Search Audience Demographics

% of Clicks Based On Gender

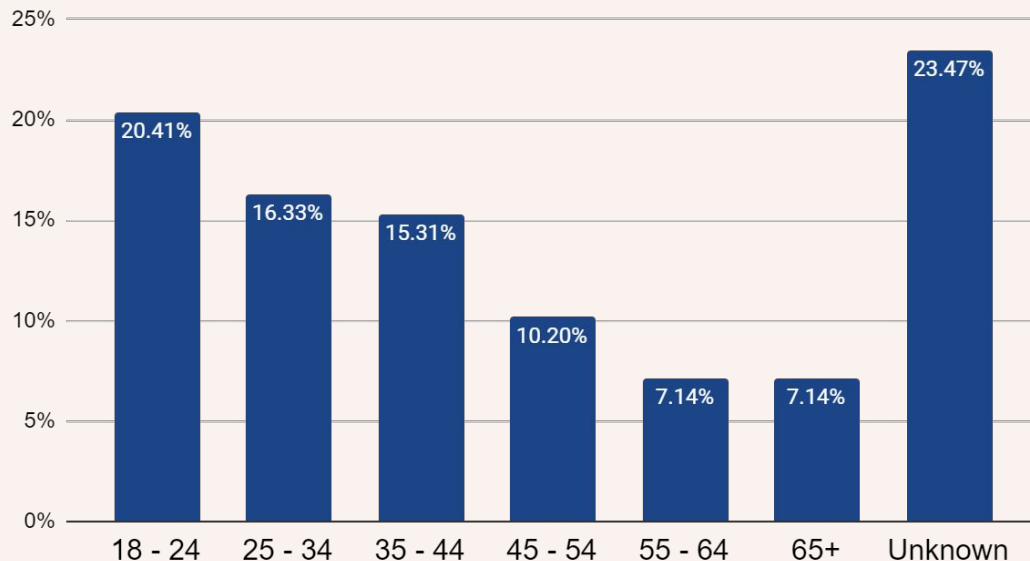


## Key Takeaways

- From the recognized audience, we resonate more with our female audiences.
  - While males account for 20% of our recognized audience, our largest demographic is our female audience which accounts for 59% of total clicks.

# Search Audience Demographics

% of Clicks Based On Age Group

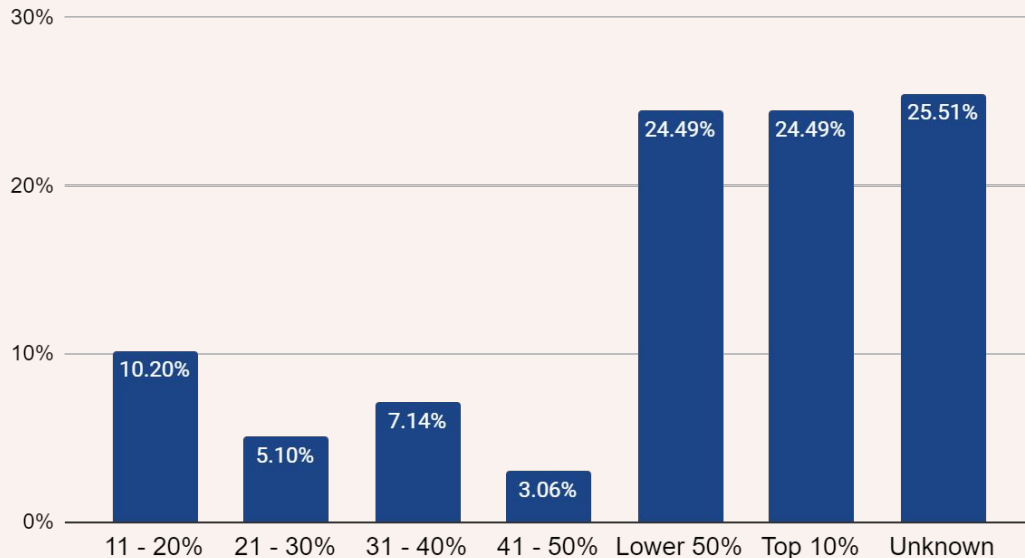


## Key Takeaways

- From the recognized audience, we appeal to a younger demographic of 18-24.
  - This is likely due to students seeking volunteer opportunities for recreation or school requirements.
  - Younger demographics are likely not yet in the workforce and have extra time on their hands to volunteer.
- Large unknown % may be due to individuals not sharing their age with Google.

# Search Audience Demographics

## % of Clicks Based On Household Income



## Key Takeaways

- From the recognized audience, we appeal to the top 10% and lower 50% of household incomes.
  - Top 10% is like more inclined to donate money rather than spend time.
  - Lower 50% is more likely to invest their time and energy to causes.
- Large unknown % may be due to household incomes not being shared with Google.



## Next Step #1

- **Gender Analysis:** Based on these demographics, a large percentage of click volume comes from a female audience. We recommend allocating additional budget to targeting women, around the age range of 18-34.

## Next Step #2

- **Age Analysis:** We can also take steps to targeting individuals in college and teachers in school who are more inclined to use e-learning courses and volunteer towards the cause.

# Search Audience Demographics

KEPLER

ACADEMY

## Gender

- 20.4% Male
- **59.2% Female**
- 20.4% Unknown

## Age

- 20.41% 18-24
- 16.33% 25-34
- 15.31% 35-44
- 10.20% 45-54
- 7.14% 55-64
- 7.14% 65+
- **23.47% Unknown**

## Household Income

- **24.49% Top 10%**
- 10.20% 11-20%
- 5.10% 21-30%
- 7.14% 31-40%
- 3.06% 41-50%
- **24.49% Lower 50%**
- **25.51% Unknown**

## Key Takeaways

- Based on these demographics, we can serve other facets of our audiences, such as families who want to instill values in their children.
  - Since sustainable practices is often associated with femininity, we can capture mothers, around the age range of 25-34, who have greater influence in a family dynamic.
- We can also take steps to targeting individuals in college and teachers in school who are more incline to use our e-learning courses.
  - There's an opportunity to drive certain demographics to the Environmental E-Learning ad group to improve performance compared to the Home and Volunteer ad groups.

## Initial Observations



We observed the exceptional performance of specific keywords, prompting us to expand our keyword portfolio. Alongside this expansion, we refined our strategy by adding negative keywords, removing redundancies, and changing exact match keywords to phrase match.

## Optimization



Added: nonprofit organization, flower gardening, flower donations, gardening volunteer opportunities near me

Removed: environmental justice, article about flowers, garden flowers, herbalism, Flower Gardens, environmental classes, non profit organization, non profit organizations near me



## Results



CPC decreased from

- 04/15/24: \$9.05
- 04/22/24: \$6.95

## Initial Observations



Since KA | Environmental Ed Programs | PA, NJ, NY was not spending, we shifted the budget to focus on KA | Website Traffic, Donate, E-Learning | National.

## Optimization



4/16/2024:

- Amount changed from \$223.00 to \$446.00



## Results



With an increased budget:

- 25 clicks to 73 clicks
- 233 Impressions to 956 impressions.

The background features a vibrant, abstract design. It consists of thick, hand-drawn wavy lines in teal and orange, creating a sense of movement and depth. A large, solid orange circle is positioned in the upper left quadrant, partially overlapping the wavy lines. The text "Next Steps" is centered within this circle.

## Next Steps

## Next Step #1

- **Keyword Optimization:** By refining and expanding on keywords related to “Volunteer Opportunities” and “Environmental organization” will widen their audience reach as the keywords can act as search triggers making content more discoverable.

## Next Step #2

- **Budget Allocation:** Volunteer Ad Group and General/Home Page Ad Group should receive a larger portion of the budget as the other ad groups are not performing as well.
- **Targeted Audience Analysis:** Conduct thorough research to identify the most responsive audience segments and allocate resources accordingly to maximize engagement and ROI.

## Next Step #3

- **Engage and Cross Promote:** Encourage more user interaction by promoting volunteer stories (on website and social media) and creating shareable content will create more human connection & inspiration.
- To increase visibility and reach, collaboration with organizations and influencers in the volunteering sector will further amplify visibility and extend reach.



Questions?