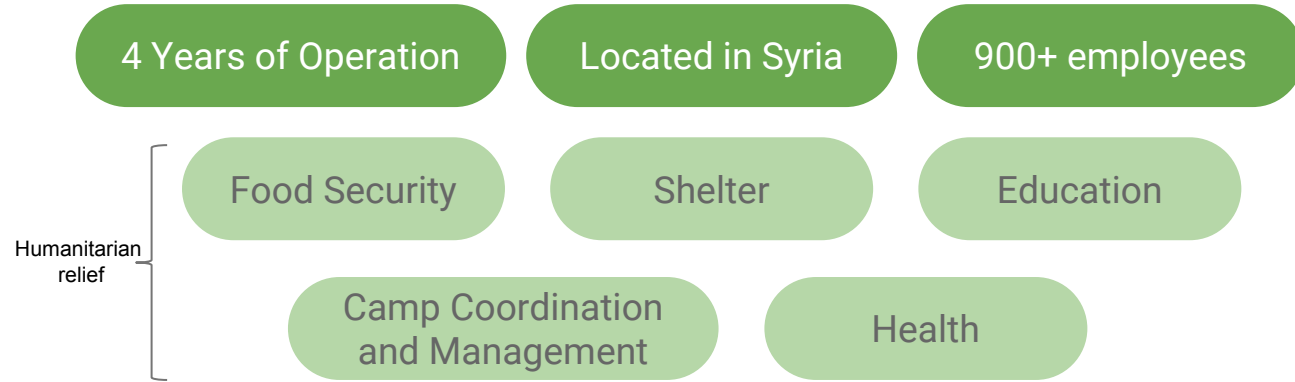


Ad Grants OMC Post-campaign Report

Group 5

Ching Hsu
Timothy Li
Swati Saxena
Shu-Yu Shen
Tsai-Jung Yu

About our organization



Executive Summary

- 1 We learned to reach people by increasing brand awareness of the organization.
- 2 Having a relevant landing page was important for conversion rates.
- 3 We learned that relevant keywords play an important role in the advertisements.
- 4 Having an optimized list of negative keywords is crucial.
- 5 We learned the importance of searching for less competitive/expensive keywords.

Campaign Overview



Website Campaign

Goal:
Building Brand Awareness

Outcome:
The advertisements generated more Click through rate. The organization's website traffic also increased as a result of this campaign.

Bus Campaign

Goal:
Attracting more donations

Outcome:
As our organization did not want us to make changes with the code, we used the destination page to estimate the conversions.

Winter Kits Campaign

Goal:
Attracting more donations

Outcome:
As our organization did not want us to make changes with the code, we used the destination page to estimate the conversions.

Core Performance Metrics

	Website Campaign	Bus Campaign	Winter Kits Campaign
Clicks / Traffic	4022	21	6
Click Through Rate %	19.91%	3.78%	11.32%
Conversion Rate %	58.35%	52.38%	0%
Conversion Value	N/A	N/A	N/A

Violet Syria | Charitable Organization | Non-Profit Organization

www.violetsyria.org/en/#home

Violet is a nonprofit organization that supports the community affected by the crisis. We are dedicated to supporting education, food security, health in Syria

Donate to Goodness Bus Project | Help People in Need | Violet Syria

www.violetsyria.org

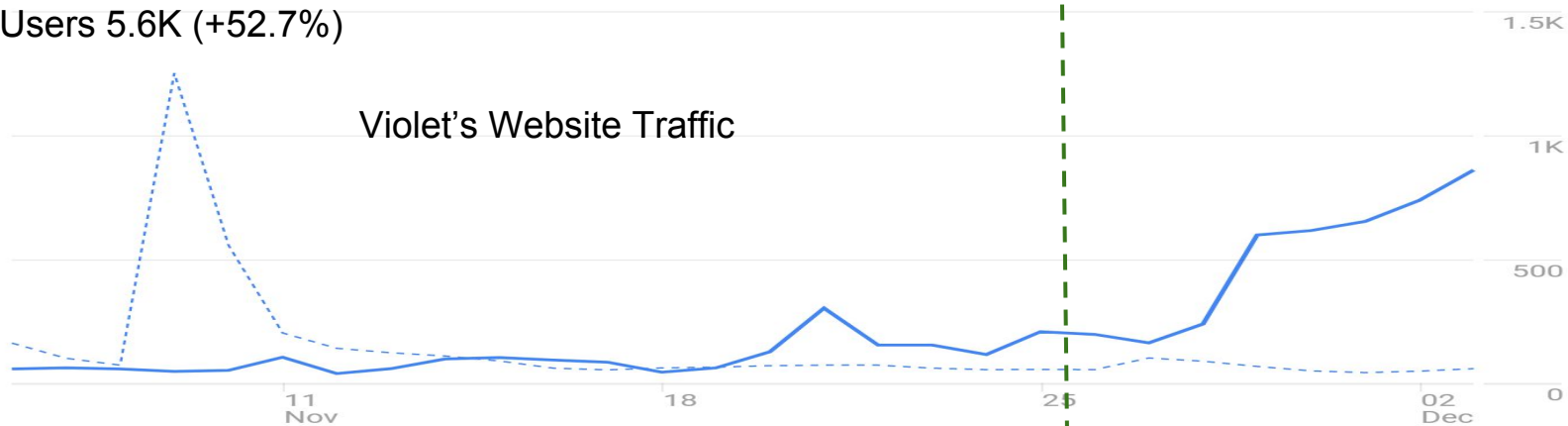
Provide transportation for students or people in need in the city of Idlib. Every donation makes a difference. Syria needs your help.

Winter Kit Project | Support basic needs for Syrian | Violet Syria

www.violetsyria.org/en/project

Assist Syria in the cold winter. Save a displaced family from harsh cold. Please donate to our Winter Kit project. A Charity You Can Trust.

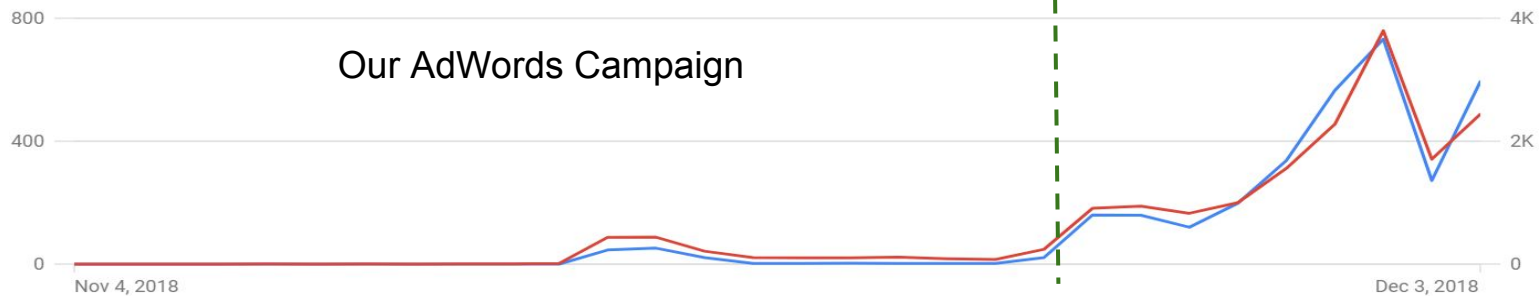
Users 5.6K (+52.7%)



Confidential

Clicks ▾	Impressions ▾	Avg. CPC	Cost
3.29K	17.4K	\$0.10	\$314

Optimization
of our
campaign



Online Marketing Strategy Analysis



Build Organization Awareness

They got 5.5K website traffic in the past 28 days
They are now actively tracking the website traffic
Their total impressions is 20,766, clicks are 4,040, and CTRs are 19.45%



More Donations

Hundreds of dollars have been donated since the start of our campaign.
Brand awareness has increased which should result in increased donations.
Communication with donors remains similar to pre-campaign method. (emails)



Promote Other Projects

They launched about 19 projects per year.
The goal of projects is to help Syria in basic needs, transportation and medical.
We choose winter kits and bus project to promote, CTR for each campaign increase 11.32% and 3.28%.

Recommended Next Steps

Website Campaign

- The Organization should improve the content of the Website in order to generate more traffic.

Bus Campaign

- Without the constraint of \$2.00 per bid, our organization can target more competitive keywords in the future.
- What's more, it would be more accurate to track our conversion more correctly if we have the permission to codes of their website

Winter Kit Campaign

- There are two campaign for the promotion of the winter kit campaign. In the future, both the campaigns should be combined to prevent audience confusion.
- It would be more accurate to track our conversion more correctly if we have the permission to codes of their website



Projects

Proprietary + Confidential



ALKHEIR (GOODNESS) BUS 1

To transfer the vulnerable people in the City of Idlib, who do not have the ability to pay transportation costs

90%

Raised
15364\$

Goal
25680\$



WINTER KITS 2

"The dreadful winter" as displaced people called, after they have suffered from the bitterness of flooding the flood waters to

1%

Raised
133\$

Goal
10000\$



Forgotten City – Jisr al-Shughur

IA new mission for volunteers team to rehabilitate a forgotten city

0%

Raised
0\$

Goal
5000\$



Buying, Equipping and Running an Ambulance

To meet the distress calls and transfer the injured to hospitals to do the first aids that ensure their survival,

47%

Raised
12308\$

Goal
26110\$



WINTER KITS 1

The winter was begun, which is considered the one of the hardest times for the IDPs in Syria. Violet Organization will provide a winter

50%

Raised
37511\$

Goal
75000\$



CHILDREN ROBOT

Children Robot Project has been launched, the first time in North Of Syria Violet Organization pursued actively to save children in Syria

35%

Raised
2097\$

Goal
6000\$

Learning Component

Learning Objectives

Our team learned how to run a campaign, including finding keywords, setting conversions, and optimizing the campaigns each week.

Group Dynamics

Team worked with full dedication in order to accomplish the goals. We separated the campaign responsibilities between members.

Outcome

We have increased the website traffic by 260%. Additionally, our organization is better prepared for future campaigns.

Client Dynamics

We had difficulty in communicating with the client because of the time difference. For optimal efficiency, working with a domestic organization would be best.

Thank you

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