



Ad Grants

Nonprofit Marketing Immersion

Post-Campaign Report



Pitman Animal Rescue Foundation/01 July 2023



Executive Summary

What are your key takeaways or learnings from this project?

1

Targeted Advertising: Implementing targeted advertising based on geographical locations and specific keywords can help reach the desired audience effectively.

2

Messaging and Call-to-Action: Crafting compelling and concise ad headlines and descriptions that resonate with the target audience can increase engagement and click-through rates.

3

Keyword Optimization: Choosing relevant and high-intent keywords can improve the visibility of the ads and attract more potential adopters, volunteers, and donors.

4

Monitoring and Optimization: Regularly monitoring campaign performance metrics such as clicks, CTR, conversion rate, and conversion value allows for ongoing optimization and adjustment of ad strategies to maximize results.

5

Importance of Landing Pages: Designing and optimizing landing pages specifically for conversion goals, such as donation or adoption forms, can enhance the overall campaign performance and increase the likelihood of desired actions.

Campaign Recap & Analysis

What went well?

Increase Dog Adoption

The Increase Dog Adoption Campaign generated a high number of clicks (1,030) and had a strong click-through rate (8.82%), indicating good ad performance and user engagement.

Increase Donations

The Increase Donations Campaign achieved a high click-through rate (12.21%), indicating strong ad engagement and relevance to the target audience.

Recruit Volunteers

The Recruit Volunteers Campaign achieved a high click-through rate (14.60%) and a relatively high conversion rate (6.12%), indicating successful engagement and interest from potential volunteers.

What could have gone better?

The campaign could have improved the conversion rate (2.72%) and explored optimization strategies to enhance targeting, ad messaging, and tracking for better results.

The campaign could have improved the conversion rate (0.63%) by optimizing the donation landing page, refining the targeting strategy, and testing different ad variations to encourage more conversions.

To further improve the campaign, it would be beneficial to increase the number of impressions (2,966) to reach a wider audience. Additionally, optimizing the ad messaging and targeting strategies could help attract even more qualified volunteers to the organization.

Marketing Goals Review

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

Increase Dog Adoption

The Increase Dog Adoption Campaign performed very well in terms of clicks, generated 1,030 clicks, achieving CTR of 8.82% with conversion rate of 2.72% which indicates potential for improvement in converting interest into adoptions.

Increase Donations

The Increase Donations Campaign struggled to generate a sufficient number of clicks, only 80 clicks, and had a low conversion rate of 0.63% suggests the need for improvements to encourage more donations. However, the campaign achieved a high CTR of 12.21%

Recruit Volunteers

The Recruit Volunteers Campaign achieved strong performance in terms of clicks, received 433 clicks, with a CTR 14.60%, and conversion rate 6.12%, indicating successful engagement with potential volunteers.

Performance Metrics Review

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

	Goal	Pre 17/05/23	Post 30/06/23	Pre/Post Change Rate %	Goal Achieved? (Yes/No)
Clicks/Traffic	1500	0	1543	-	Yes
CTR %	5%	0	10.08%	-	Yes
Conversion Rate	3%	0	3.56%	-	Yes
Conversion Value	5%	\$12,500	Unknown	-	Unknown

Performance Metrics Review - Google Analytics

How did we perform against our goals according to Google Analytics?

	Pre 04/04 - 17/05	Post 18/05 - 30/06	Pre/Post Change Rate %	Goal Achieved? (Yes/No)
Users	6,000	8,200	29.6%	Yes
New Users	9,700	16,000	55.1%	Yes
Conversions	415	518	21.6%	Yes
Event Count	82,000	141,000	63.4%	Yes

Marketing Goal Achievement & Social Impact

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

The Ad Grants campaigns had a significant impact in supporting the nonprofit's mission by driving increased dog adoptions, raising awareness for donations, and attracting volunteers, ultimately contributing to the success of the organization's goals.

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

To meet the nonprofit's goals, the campaigns were designed with targeted keywords related to dog adoption, donations, and volunteer recruitment. Ad copy focused on the benefits of adopting, the importance of donations, and the rewarding experience of volunteering. By optimizing campaign settings, leveraging ad extensions, and closely monitoring performance, the campaigns were tailored to effectively reach the target audience and drive desired actions.

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

To better accomplish their digital marketing goals, the nonprofit could consider implementing remarketing campaigns to re-engage with previous website visitors and encourage them to take action. Additionally, optimizing landing pages for better user experience and clearer calls-to-action can help improve conversion rates. Regularly analyzing campaign data and adjusting keyword targeting, ad messaging, and bidding strategies based on performance insights can also lead to more effective and efficient campaigns.

Recommended Next Steps

- 1 *Continue leveraging the power of Google Ad Grants to maximize exposure and reach a broader audience for their campaigns.*
- 2 *Invest more time and resources in refining ad targeting and keyword selection to improve campaign performance and increase click-through rates.*
- 3 *Enhance landing page quality by optimizing content, ensuring clear calls-to-action, and improving overall user experience to maximize conversion rates.*
- 4 *Implement regular performance tracking and analysis to identify areas of improvement, refine campaign strategies, and allocate resources effectively for better ROI.*