

Case Study for a Google Grant Account

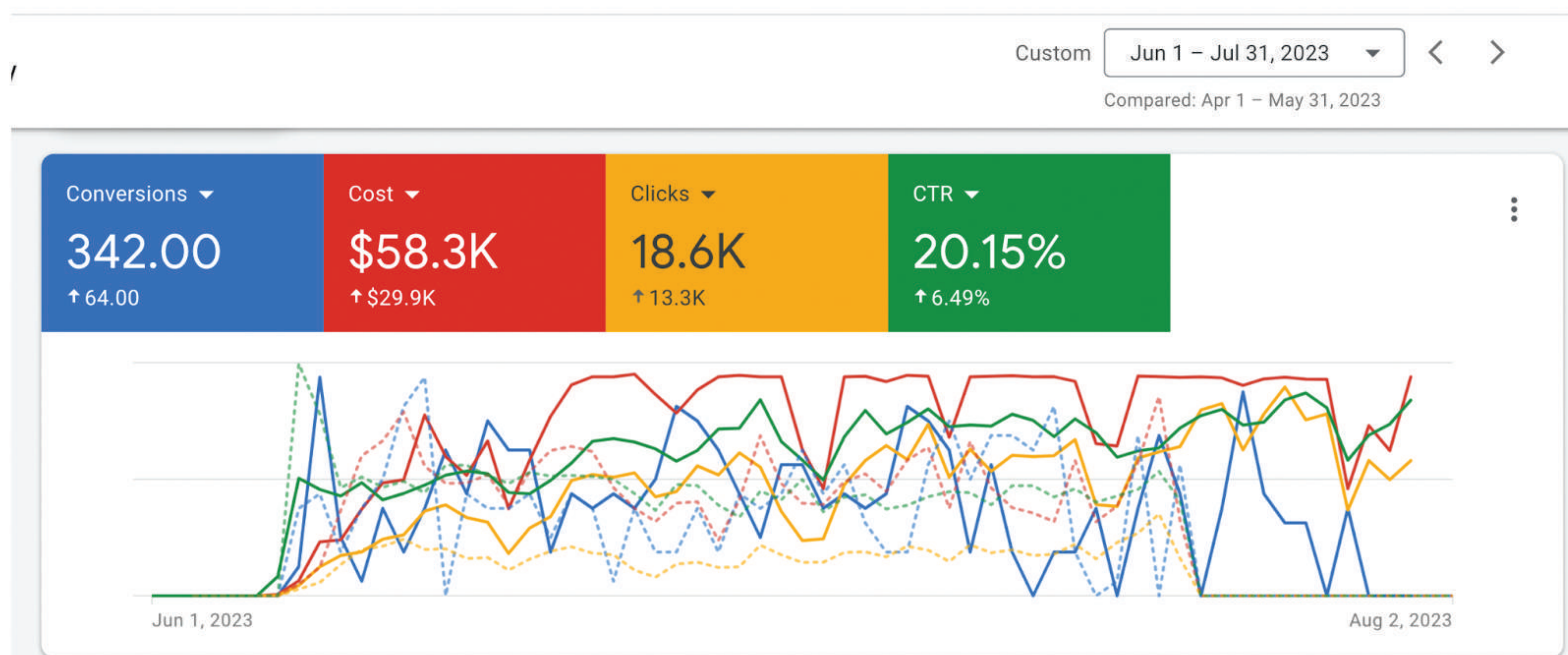


Our Objective

Through strategic advertising campaigns on Google Ads to Maximize ROI and Grow the business, Increase website traffic, Generate leads, Improve brand awareness & Maximize ROI.

Company Background

Donation (Google Grant Account)



The graph provided depicts data from the past four months. It illustrates our ability to **enhance Conversions by 18% increasing both Clicks (45%) and Click-Through Rate by 22%**.

Our Approach

- Involved conducting comprehensive keyword research to understand how potential customers were conducting searches. Subsequently, we developed and executed a meticulously structured PPC campaign that encompassed well-organized sub-campaigns. This allowed us to concentrate on each category and formulate strategies accordingly.
- We continually analyze the account on a regular basis, monitoring user behavior in a timely manner. This proactive approach aids us in optimizing campaigns effectively.
- Furthermore, we closely monitor Google Trends and adjust our keyword bids accordingly.
- It's important to note that Google Grant accounts come with certain limitations, and adhering to all criteria is imperative to prevent any campaign or account suspensions.
- By diligently adhering to every rule, we have successfully attained our objectives.

Here is the campaign comparison data that will provide you with a comprehensive overview.

		Conversions ><		Cost ><		Clicks ><				CTR ><					
6/1/2023 - 8/31/2023	3/1/2023 - 5/31/2023	Change	Change (%)	6/1/2023 - 8/31/2023	3/1/2023 - 5/31/2023	Change	Change (%)	6/1/2023 - 8/31/2023	3/1/2023 - 5/31/2023	Change	Change (%)	6/1/2023 - 8/31/2023	3/1/2023 - 5/31/2023	Change	Change (%)
182.00	115.00	67.00	+58.26%	\$45,414.94	\$27,290.49	\$18,124.45	+66.4...	15,286	6,743	8,543	+126....	23.53%	22.27%	1.26%	+5.66%
72.00	120.00	-48.00	-40.00%	\$11,747.90	\$13,591.78	-\$1,843.88	-13.5...	3,528	4,343	-815	-18.7...	15.69%	14.89%	0.79%	+5.33%
54.00	105.00	-51.00	-48.57%	\$7,231.82	\$20,965.02	-\$13,733.20	-65.5...	1,016	2,354	-1,338	-56.8...	11.10%	11.72%	-0.62%	-5.28%
46.00	86.00	-40.00	-46.51%	\$6,071.20	\$5,972.32	\$98.88	+1.66%	650	734	-84	-11.4...	12.70%	12.02%	0.69%	+5.72%
13.00	19.00	-6.00	-31.58%	\$459.60	\$150.40	\$309.20	+205....	86	56	30	+53.5...	18.42%	17.50%	0.92%	+5.23%
367.00	445.00	-78.00	-17.53%	\$70,925.46	\$67,970.01	\$2,955.45	+4.35%	20,566	14,230	6,336	+44.5...	20.13%	16.55%	3.57%	+21.57%
367.00	445.00	-78.00	-17.53%	\$70,925.46	\$67,970.01	\$2,955.45	+4.35%	20,566	14,230	6,336	+44.5...	20.13%	16.55%	3.57%	+21.57%
367.00	445.00	-78.00	-17.53%	\$70,925.46	\$67,970.01	\$2,955.45	+4.35%	20,566	14,230	6,336	+44.5...	20.13%	16.55%	3.57%	+21.57%