



Google Ad Grants Webinar

Application, Management, Compliance, Case study

Presented by: Peter Sima, Founder of AboveX Digital



Content

1. Ad Grants Application
2. Campaign Creation & Optimization
3. Compliance
4. Online Marketing Strategy
5. Case Study



Peter Sima

- **Founder & Consultant** @ AboveX Digital
 - Google Partners **Certified Trainer for Nonprofits**
 - 13+ Years SEM Experience
 - Managing Ad Grants accounts since 2013
 - Worked at an Agency, Corporation & SMB
-
- ▲ commercial client – LinkedIn
 - ▲ nonprofit client – Score.org





Ad Grants Application

How to get approved

Google for Nonprofits

Introduction

Spread the word about your nonprofit's mission, engage new supporters, fundraise in more ways online—do all this and more when you join Google for Nonprofits.

- Open for almost all 501c3 entities
- **Governmental entities, Hospitals and Schools** are not eligible



Google for Nonprofits

Product Overview



Google Workspace for Nonprofits

Powering nonprofits to be faster, smarter, and more collaborative

[Get started](#)



YouTube Nonprofit Program

Get tips, training, and tools to help your videos stand out and drive viewers back to your website

[Get started](#)



Google Ad Grants

Run ads on Google Search at no cost so you can reach a new audience that's searching for info about your cause

Status: **Approved**
Customer ID: **203-735-2415**

Sign in to [Ad Grants](#)

Get started with Ad Grants

- Set up your website for success ▼
- Launch a successful Ad Grants campaign ▼
- Boost your ad performance ▼
- Work with an expert ▼



Google Maps Platform credits

Help people find your programs and resources using custom Google Maps

[Get started](#)



Google for Nonprofits

How to start

1. Register with **Google for Nonprofits** - <https://www.google.com/nonprofits/>
2. Pass **Percent validation**
3. Activate products



Request a Google for Nonprofits account



Once your nonprofit is verified, we'll let you know by email



Then you can activate and use the individual products



Google Ad Grants

Introduction

About The Program

- Grant program offered by Google
- For nonprofit organizations in 50+ countries
- Google Ads media credit of 10,000 USD (40,000 USD) per month
- Google Search campaigns only

History

- Program launched in 2003 in the US
- Over 15k active Ad Grantees
- Stricter requirements since 2018



Google Ad Grants

Ad Format

Google

danubiana

All Images Maps Videos News More Settings Tools

About 744,000 results (0.59 seconds)

Ad · www.danubiana.sk/ · 02/625 285 01

Danubiana Museum · Modern Art in Bratislava

Biggest Modern Art Collection in Slovakia. Open Tue-Sun 10am-6pm. Thank you! Modern Slovak and Foreign Fine Art. Visit **Danubiana** Tue-Sun 10am-6pm! Beautiful Location. Top Contemporary Art. Services: Art Cafe, Art Shop, Modern Art Exhibitions, Sculpture Park.

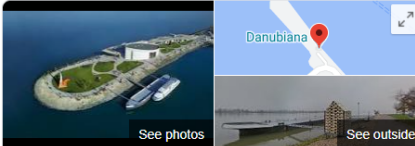
| | |
|--|---|
| <p>Artists</p> <p>Learn more about exhibiting artists Top modern art painters & sculptors</p> | <p>Contact Us</p> <p>Contact details & opening hours. Feel free to reach out!</p> |
| <p>About Danubiana Museum</p> <p>Learn more about our Art Museum. History, location, offering & more.</p> | <p>Current Exhibitions</p> <p>Browse our current exhibitions. Find what you like & visit us.</p> |

www.danubiana.sk/ > ...

Danubiana Meulensteen Art Museum

Our café is temporarily closed due to reconstruction coffee png. Open today ...

| | |
|---|--|
| <p>Current Exhibitions</p> <p>... exhibitions Current Exhibitions Upcoming Exhibitions, Current ...</p> | <p>Contacts</p> <p>Contacts. Kontakt Danubiana. Danubiana Meulensteen Art ...</p> |
| <p>Admission fee</p> <p>Admission fee. Recepcia Danubiana. Adults. 10 ...</p> | <p>By Bus</p> <p>By Bus. Get the 90 bus which starts in front of the new Slovak ...</p> |
| <p>About Us</p> <p>The Danubiana Meulensteen Art Museum, one of the most ...</p> <p>More results from danubiana.sk »</p> | <p>History</p> <p>The birth of the Danubiana dates back to 1990, when Vincent ...</p> |



Danubiana

Website Directions Save Call

4.7 ★★★★★ 1,926 Google reviews

Art museum in Hamuliakovo

Museum with a dramatic setting on the Danube featuring modern art exhibitions & sculpture gardens.

Address: Vodné dielo Slovensko, 851 10 Bratislava-Čunovo

Opened: September 2000

Hours: Open · Closes 6PM ▾

Phone: 02/625 285 01

⚠ Hours or services may differ


[Suggest an edit](#) · [Own this business?](#)

Questions & answers

Q: (Translated by Google) Do I need a vignette to get to the Museum Meulensteen?...

A: Adults

[Ask a question](#)



What To Use It For ?

What is allowed to promote via Ad Grants

Yes

- Fundraising
- E-commerce (limitations apply)
- Your brand
- Your programs
- Online resources
- Volunteering
- Events

No

- Brands not owned by you
- Generic and single-word keywords
- Content on 3rd party domains
- Display and video campaigns
- Strictly commercial advertising



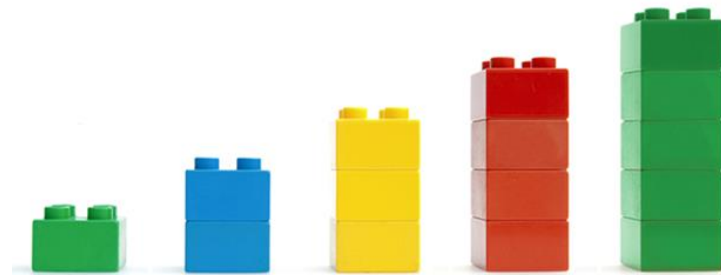
How To Get On Board

Google Ad Grants Application

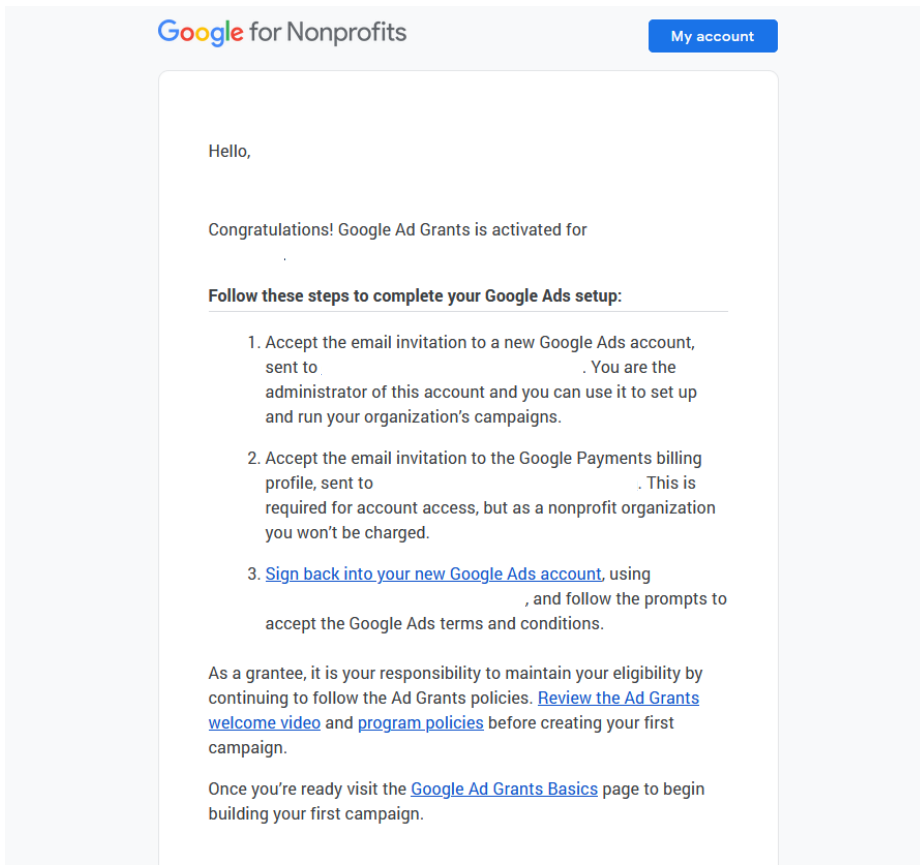
1. Log into your **Google for Nonprofits account**

2. Activate **Google Ad Grants**

- View video & complete training
- Accept Google Ads email invitation
- Accept payment profile invite
- Agree with T&C



Acceptance Email



The image shows a screenshot of an email from Google for Nonprofits. At the top left is the Google logo followed by 'for Nonprofits'. At the top right is a blue button that says 'My account'. The main body of the email contains a greeting 'Hello,', a congratulatory message 'Congratulations! Google Ad Grants is activated for', and a section titled 'Follow these steps to complete your Google Ads setup:'. This section contains three numbered steps: 1. Accept the email invitation to a new Google Ads account, sent to [redacted]. You are the administrator of this account and you can use it to set up and run your organization's campaigns. 2. Accept the email invitation to the Google Payments billing profile, sent to [redacted]. This is required for account access, but as a nonprofit organization you won't be charged. 3. Sign back into your new Google Ads account, using [redacted], and follow the prompts to accept the Google Ads terms and conditions. Below the steps, there is a paragraph stating that as a grantee, it is the recipient's responsibility to maintain eligibility by following Ad Grants policies, with links to 'Review the Ad Grants welcome video' and 'program policies'. The final paragraph instructs the recipient to visit the 'Google Ad Grants Basics' page to begin building their first campaign. The email is displayed on a light gray background with a white content area.

Google for Nonprofits [My account](#)

Hello,

Congratulations! Google Ad Grants is activated for

Follow these steps to complete your Google Ads setup:

1. Accept the email invitation to a new Google Ads account, sent to [redacted]. You are the administrator of this account and you can use it to set up and run your organization's campaigns.
2. Accept the email invitation to the Google Payments billing profile, sent to [redacted]. This is required for account access, but as a nonprofit organization you won't be charged.
3. [Sign back into your new Google Ads account](#), using [redacted], and follow the prompts to accept the Google Ads terms and conditions.

As a grantee, it is your responsibility to maintain your eligibility by continuing to follow the Ad Grants policies. [Review the Ad Grants welcome video](#) and [program policies](#) before creating your first campaign.

Once you're ready visit the [Google Ad Grants Basics](#) page to begin building your first campaign.



Initial Check

New Account Setup Guide

Summary

This payments account is not billed

\$1.99

Transactions

Date range

Total

\$1.99

[VIEW TRANSACTIONS](#)

Settings

Google Ads 866-207-2444

[1 user](#)

[MANAGE SETTINGS](#)





Campaign Creation

How to get started

Campaign Creation

New Account Setup Guide

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, engagement and pre-registration for your app



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Select a campaign type



Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



Display

Reach customers across 3 million sites and apps with engaging creative



Shopping

Showcase your products to shoppers as they explore what to buy

Campaign Creation

New Account Setup Guide

Search

Bidding

Bidding

Campaign settings

Keywords and ads

Budget

Review

Bidding

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Set a target cost per action (optional)



Bid more efficiently with Maximize conversion value: Get more conversion value with a value-based bidding strategy ⓘ

Apply



Campaign Creation

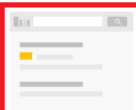
New Account Setup Guide

- Search
- Bidding
- Campaign settings**
 - Network**
 - Locations
 - Languages
 - Audiences
 - Broad match keywords
 - Automatically created assets
- Keywords and ads
- Budget
- Review

Campaign settings


To reach the right people, start by defining key settings for your campaign

Networks

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

 Include Google search partners

**Display Network**

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

 Include Google Display Network

Locations

Select locations to target

- All countries and territories
- United States and Canada
- United States
- Enter another location

[Location options](#)



Campaign Creation

Best Practices

- 1. Create a campaign structure** – What do you want to promote?
- 2. Perform keyword research** – Who do you want to target?
- 3. Prepare ad copies** – How to communicate your offering?
- 4. Configure conversion tracking** – What do you want the website visitors to do?
- 5. Create & launch campaigns**



Campaign Optimization

Key Information

- Focus on **conversions, not clicks**
- Best campaigns are those that produce **the largest number of conversions at the lowest cost per conversion**
- Pay attention to **metrics required for account compliance**
- Cost per click varies greatly by keywords
- Generate statistically significant amount of data before you make data-driven decisions
- **High cost per conversion is ok** if the account doesn't use the full grant
- Do not pay too much attention to Google's recommendation and optimization score



Campaign Optimization

Top Optimization Strategies

1. Budget reallocation
2. Bid experiments
3. Keyword management
4. Ad copy testing





Account Demo

Campaign creation & optimization



Compliance

How to prevent account deactivation

Program Requirements

1. Minimum CTR

Requirement

- Minimum click-through rate 5%
- Account average
- For previous calendar month

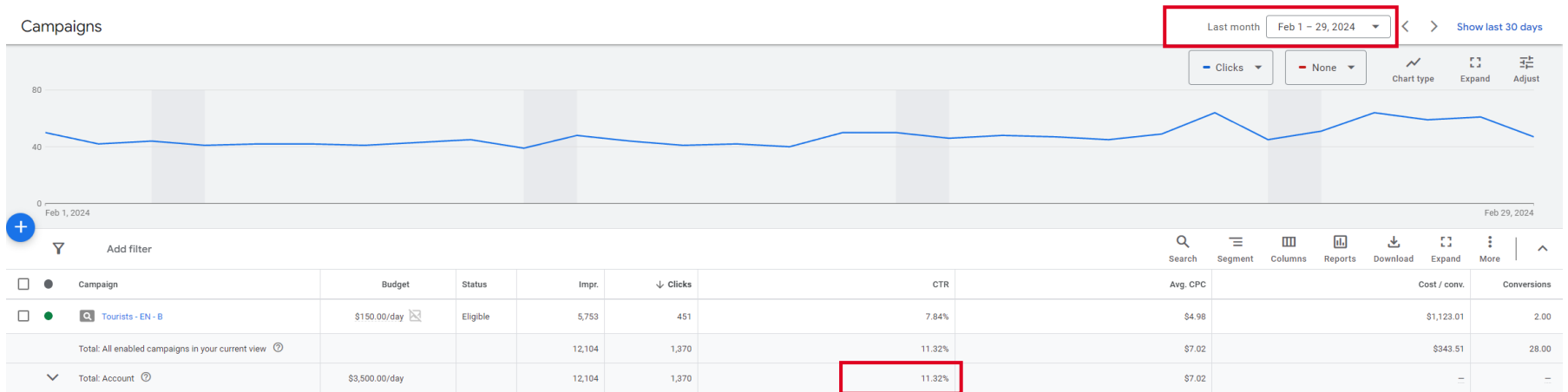
How to do that

- Test latest ad formats
- Work on ad and page relevance
- Test different creatives
- Remove low CTR keywords
- Use ad extensions



Program Requirements

1. Minimum CTR



Program Requirements

2. Keyword quality

Requirement

- No active keywords with quality score of 1 or 2
- No single word or overly generic keywords
- Reviewed on monthly basis

How to do that

- Use automated rules
- Let the support team approve questionable keywords
- Pause noncompliant keywords immediately
- Use website keywords as a baseline



Program Requirements

2. Keyword quality

The screenshot shows the Google Ads Bulk Actions interface. The top navigation bar includes a back arrow, the Google Ads logo, and the text "Bulk Actions". Below this, there are two tabs: "AUTOMATED RULES" (which is selected) and "RULE HISTORY". On the left side, there is a vertical menu with options: "All bulk actions", "Rules" (highlighted in blue), "Scripts", and "Uploads". The main content area is titled "Edit rule for keywords". It features a "Type of rule" dropdown menu currently set to "Pause keywords". Below this, there is a section "Apply to keywords" with four radio button options: "All enabled keywords" (selected), "All enabled and paused keywords", "Keywords in selected campaigns", and "Keywords in selected ad groups". At the bottom, there is a "Condition" section with two filter pills: "Quality Score >= 1" and "Quality Score <= 2", followed by a "+ ADD" button.

The screenshot shows the Google AdWords Editor interface. The top navigation bar includes the Google AdWords Editor logo, "ACCOUNTS", "GET RECENT CHANGES", "CHECK CHANGES", "POST", and "VIEW STATISTICS". Below this, there is a "CAMPAIGNS" section with a search bar containing "St. Patrick of Heatherdowns". A search filter is applied, showing "keywordwordcount = 1", "campaign - : \"brand\"", "keyword - : \"donate\"", and "keyword - : \"charity\"". Below the search bar, there are buttons for "ADD KEYWORD", "MAKE MULTIPLE CHANGES", "REMOVE", "REPLACE TEXT", and "SEARCH TERMS". The main content area shows a list of keywords, with "Brand" selected.



Program Requirements

3. Account structure

Requirement

- Every campaign needs to contain at least 2 active adgroups
- Every adgroup needs to contain at least 1 unique responsive ad
- Every campaign needs to use at least 2 sitelink extensions

How to do that

- Apply these rules when building the initial campaign structure
- Do not pause anything without creating new versions
- Always use ad extensions in all campaigns



Program Requirements

3. Account structure

| | | | | | | | | | |
|-----------------------------------|---|---|---|---|-------------------------|-------------------------------|-------------------------------|----------|--------|
| Program - Inspector Training - OR | △ | ! | 🗨 | ● | Headline 1 | Headline 2 | Headline 3 | Path 1 | Path 2 |
| ☑ Become Home Inspector | | | | ● | Home Inspector Training | Classroom + Field Training | Approved Educational Provider | training | |
| ☑ Home Inspection Business | | | | ● | Become a Home Inspector | Pass Training & Get Certified | Sign Up Online Today | training | |
| ☑ Home Inspection License | | | | | | | | | |
| ☑ Home Inspector Course | | | | | | | | | |

Extension type: Sitelink extension

Add filter

| Extension | Extension type | Level | Status |
|--|--------------------|----------|----------|
| Program - Inspector Training - OR | | | |
| Radon Testing Radon Testing Test for Radon | Sitelink extension | Campaign | Approved |
| Mold Testing Mold Testing Test for Mold | Sitelink extension | Campaign | Approved |
| Sewer Scopes Sewer Scopes Sewer Inspections | Sitelink extension | Campaign | Approved |
| Home Inspector Training Oregon Home Inspector Training Approved by the State of Oregon (mobile) | Sitelink extension | Campaign | Approved |



Program Requirements

4. Geo targeting

Requirement

- Campaigns are only allowed to target areas served by the organization
- Targeting unrelated areas or the entire world is not allowed

How to do that

- Always set location targeting
- Do not add new locations without prior approval by the support team
- Set language targeting correctly



Program Requirements

4. Geo targeting

Home Inspector Training

Washington Home
Inspector Training

Oregon Home Inspector
Training

Fieldwork Training
Guidelines

| Location | Campaign | Type | ID | Reach |
|---------------------------|-----------------------------------|-------|-------|------------|
| Oregon, United States | Program - Inspector Training - OR | State | 21170 | 6,280,000 |
| Oregon, United States | Program - Home Inspections - OR | State | 21170 | 6,280,000 |
| Washington, United States | Program - Home Inspections - WA | State | 21180 | 10,800,000 |
| Washington, United States | Program - Inspector Training - WA | State | 21180 | 10,800,000 |



Program Requirements

5. Conversion tracking

Requirement

- You need to set up tracking of meaningful conversions
- At least 1 conversion per month needs to be recorded

How to do that

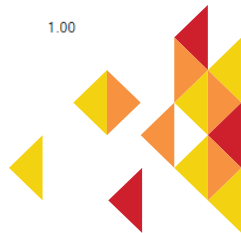
- Implement Google Analytics
- Track everything that matters
- Use automated bidding strategies



Program Requirements

5. Conversion tracking

| CONVERSION ACTIONS | | CONVERSION ACTION SETS | | | | | | | | |
|--------------------------|----------------------------------|--|-----------|----------|---------------------------------------|-------|-------------------|--------------------------|-------------|-------------|
| <input type="checkbox"/> | <input type="radio"/> | Conversion action | Source | Category | Tracking status | Count | Conversion window | Include in "Conversions" | Repeat rate | ↓ All conv. |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Download Template | Website | Other | Recording conversions | Every | 90 | No | 1.38 | 978.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Request Mentoring (All Web Properties - Roll Up) | Analytics | Sign-up | Recording conversions | Every | 90 | Yes | 1.07 | 68.28 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Virtual Conference Register Click (All Web Properties - Roll Up) | Analytics | Other | Recording conversions | One | 30 | Yes | 1.02 | 49.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Workshop Completions (All Web Properties - Roll Up) | Analytics | Sign-up | Recording conversions | Every | 90 | Yes | 1.13 | 45.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Become a Volunteer (All Web Properties - Roll Up) | Analytics | Sign-up | Recording conversions | Every | 90 | Yes | 1.00 | 6.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Donate (All Web Properties - Roll Up) | Analytics | Sign-up | Recording conversions | Every | 90 | Yes | 1.00 | 2.00 |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Contact Us (All Web Properties - Roll Up) | Analytics | Sign-up | Recording conversions | Every | 90 | Yes | 1.00 | 1.00 |



Account Deactivation

- Test your account in our free compliance audit tool
<https://www.abovexdigital.com/account-audit/>
- Fix all compliance issues in timely manner
- In case of deactivation, fix all problems and reach out to the support team
https://support.google.com/grants/contact/Request_for_reactivation
- Contact us 😊 peter.sima@abovexdigital.com



Other Tips

- Experiment with bidding strategies
- Follow all in-app and email notifications
- Be active
- Experiment with website content
- Try commercial Google Ads campaigns
- Follow program updates
- Implement consent mode v2 (EU)





Strategy

How to combine Ad Grants with other channels

Conversion stages

1. Education, interaction

- a. Goal: Long website engagement
- b. Keywords: “business for veterans”

2. Obtaining information, generating leads

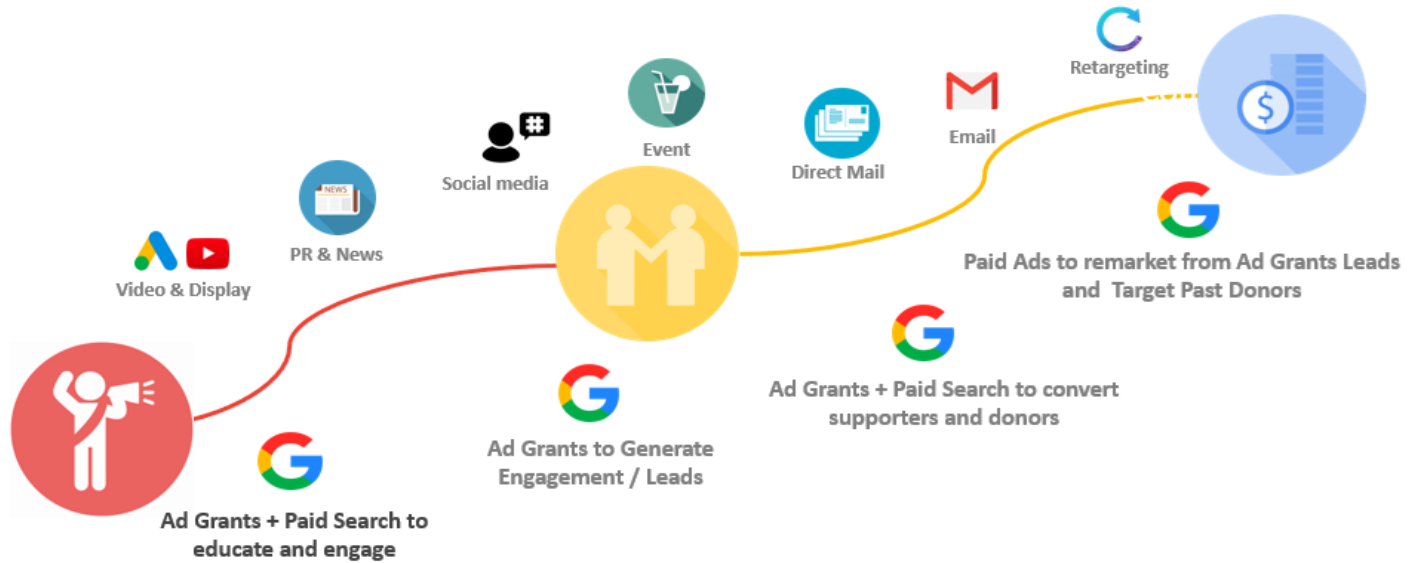
- a. Goal: Newsletter subscription
- b. Keywords: “veteran business guidance”

3. Conversion with a financial value

- a. Goal: Online event registration
- b. Keywords: “score veteran business event”



Strategy



Tips

1. **Plan** (audiences, channels, conversion goals, goal values)
2. Communicate **through stories** (consistently, comprehensively, with a fine-tuned website)
3. Use **Google Ad Grants to the maximum possible extent**
4. Invest time a money **where it makes sense** (specialists, test campaigns)
5. **Measure your success** (Google Analytics, conversions)
6. **Automize** routine campaign maintenance tasks





Case Study

UsAgainstAlzheimer's

Case Study

Google Ad Grants
Certified Professional

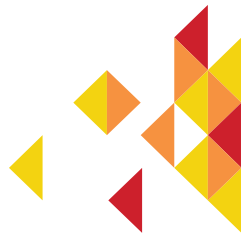
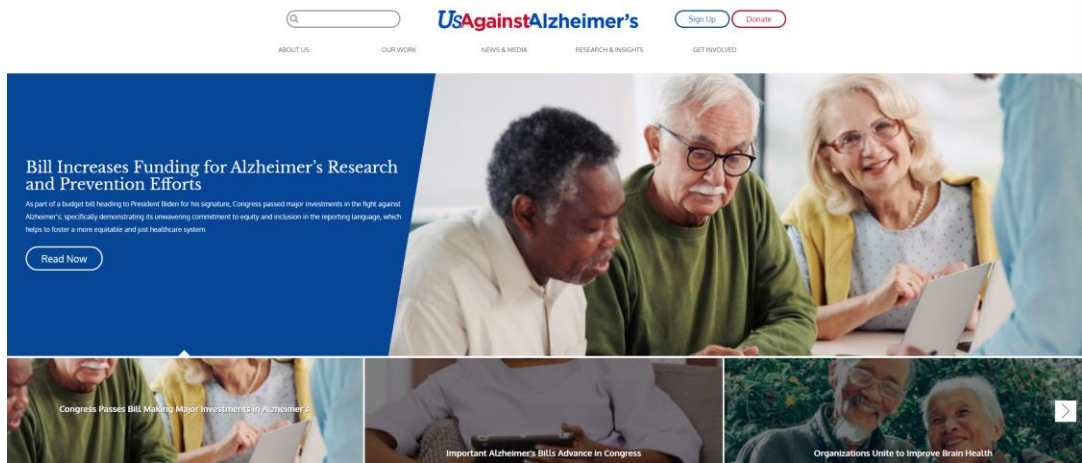
www.abovexdigital.com

How UsAgainstAlzheimer's increased amount and quality of site visits from Google Ad Grants

About

UsAgainstAlzheimer's is a non-profit organization committed to ending Alzheimer's.

It presses for greater urgency from government, industry and the scientific community in the quest for an Alzheimer's cure.



Case Study cont'd

Marketing Goals

1. Increase **AdGrant utilization** to over 95% (spend regularly over \$9.5k a month)
2. Increase the number of **page visits** to over 6k a month
3. Improve **bounce rate, average session duration and number of pages/visit**
4. Implement conversion tracking and optimize campaigns towards highest number of **quality conversions**



Case Study cont'd

Campaign structure

| Campaign | Sample ad group | Description |
|---------------------------------|-------------------------------|---|
| <i>AD - Generic - Alzheimer</i> | Alzheimer | Campaign including generic keywords with decent search volume themed around alzheimer and its treatment. |
| <i>AD - Talks</i> | Alz Talk | Campaign promoting ALZ resources to people interested in ALZ treatment news, podcasts etc. |
| <i>AD - Donate</i> | Donation usagainstalzheimers. | Campaign aimed at attracting new donors including most relevant donation-centered keyword phares in all possible variants. |
| <i>AD - Brand</i> | org | Branding campaign including UAA brand keywords. Goal of this campaign is to make sure UAA listing is always on position 1 for its own brand keywords. |
| <i>AD - Dynamic</i> | All pages | Dynamically generated campaign based on website keywords. This campaign is supposed to catch any relevant, otherwise uncovered keywords. |
| <i>AD - Local</i> | New York | Campaign Local will include phrases that will be a combination of location (city or country) and top keywords from "Generic" and "Donate" campaign. |
| <i>AD - Volunteer</i> | Join | This campaign will target people interested in joining organizations like UAA and/or people interested in volunteering and ALZ activism activities. |
| <i>AD - Hospitals</i> | Hopkinsmedicine | Campaign targeting people looking up information about ALZ treatment centers. Majority of those will be ALZ patients or their family members potentially interested in UAA. |



Case Study cont'd

Campaign creation - Ads

Symptoms of Alzheimer's - Get Diagnosed and Find Help ⓘ

Ad usagainstalzheimers.org/Alzheimer/Community

Listen to Experts Talking about Alzheimer's Treatment. Find Your Help Today!

Latest Alzheimer's News - Facts, Treatment, Policies ⓘ

Ad usagainstalzheimers.org/Alzheimer's/Disease

Latest Info on Alzheimer's Disease & Treatment. Learn More From Our Community.

Alzheimer's Research News - All Facts in a Nutshell ⓘ

Ad usagainstalzheimers.org/Alzheimers/Research

Listen to Experts Talking about Alzheimer's Clinical Research. Everything Free!



Case Study cont'd

Campaign creation – Ad extensions

Sitelink

- 🗨 Patients' stories
Read and share your ALZ stories.
Make ALZ treatment priority no.1.
- 🗨 Alzheimer networks
Join lively networks of patients,
influentials and activists now!
- 🗨 ALZ Talks
Listen to latest ALZ cure news.
All recordings and podcasts here.
- 🗨 Take action
Petition, Activist Toolkit, Letter
to Congress. All resources here.
- 🗨 Support us
Any sum will help us fight to end
ALZ. 100% devoted to our efforts.

Callout

- 🗨 Sign Stop ALZ Petition
- 🗨 2. Faster Drug Develop.
- 🗨 3. Improve care standards
- 🗨 1. Increase ALZ Funding



Case Study cont'd

Analytics setup

| Parameter 1 | Parameter 2 | Parameter 3 |
|---------------------|--------------------------------|------------------------------------|
| Social Network | Facebook | Click |
| Social Network | Twitter | Click |
| Social Network | Yoututbe | Click |
| Social Network | RSS | Click |
| Contact | Contact form | Submit |
| Contact | Email | ttassa@usagainstalzheimers.org |
| Contact | Email | pgatz@UsAgainstAlzheimers.org |
| Contact | Email | ssachar@usagainstalzheimers.org |
| Contact | Email | takeaction@usagainstalzheimers.org |
| Petition | Stop Alz Petition | Sign |
| Petition | Send a letter to congress | Sign |
| Newsletter | Newsletter form | Sign |
| Toolkit | Activists toolkit | Download |
| Story | Share your story | Share |
| Prevention registry | Alzheimers prevention registry | Sign |
| Donations | Donate | Submit |
| Podcasts | iTunes | Click |
| Podcasts | All | Register |
| Network | Form | Submit |



Case Study cont'd

Campaign optimization

| Search term | Match type ? | Added / Excluded ? | ↑ | Campaign | Ad group |
|------------------------------|------------------------------|------------------------------------|---|--------------------------|----------------------------------|
| Total | | | | | |
| alzheimer's documentary | Exact match | Added | | AD - Generic - Alzheimer | Alzheimer |
| alzheimer's | Exact match | Added | | AD - Generic - Alzheimer | Alzheimer |
| alzheimer's test | Exact match | Added | | AD - Generic - Alzheimer | Alzheimer |
| is alzheimer's curable | Exact match | Added | | AD - Generic - Alzheimer | Alzheimer |
| usagainstalzheimer's | Exact match | Added | | AD - Brand | Us Against Alzheimers |
| us against alzheimers | Exact match | Added | | AD - Brand | Us Against Alzheimers |
| www.usagainstalzheimer's.org | Phrase match | Added | | AD - Brand | usagainstalzheimer's... |
| usagainstalzheimer's.org | Exact match | Added | | AD - Brand | usagainstalzheimer's... |
| dr nathan rose | Exact match | Added | | Google Grant | Alzheimer's Talks on February 23 |
| memory loss | Broad match | Excluded | | Google Grant | Family/Friends |
| dementia | Broad match | Excluded | | AD - Generic - Symptoms | Symptoms Of Dementia |
| vascular dementia | Broad match | Excluded | | AD - Generic - Symptoms | Symptoms Of Dementia |
| vascular dementia stages | Broad match | Excluded | | AD - Generic - Symptoms | Symptoms Of Dementia |
| senile dementia | Broad match | Excluded | | AD - Generic - Symptoms | Symptoms |
| dementia | Broad match | Excluded | | AD - Generic - Symptoms | Symptoms |



Case Study cont'd

Campaign experiments

| Campaign | Ad version | Final URL | Impression s | Clicks | CTR | Conversion | | |
|--------------------------|------------|---|-----------------|--------|-------|------------|------------|-------------|
| | | | | | | s | Conv. Rate | Bounce rate |
| AD - Generic - Alzheimer | Version A | http://www.usagainstalzheimers.org/ | 65219 | 2380 | 3.65% | 52 | 2.18% | 37.91% |
| AD - Generic - Alzheimer | New ads | http://www.usagainstalzheimers.org/crisis | 1059 | 44 | 4.15% | 0 | 0.00% | 31.14% |
| AD - Generic - Memory | New ads | http://www.usagainstalzheimers.org/stories | 488 | 8 | 1.64% | 0 | 0.00% | 93.33% |
| AD - Generic - Memory | Version A | http://www.usagainstalzheimers.org/ | 17382 | 810 | 4.66% | 3 | 0.37% | 43.61% |
| AD - Generic - Memory | Version B | http://www.usagainstalzheimers.org/blog | 14853 | 701 | 4.72% | 7 | 1.00% | 43.20% |
| AD - Generic - Symptoms | New ads | http://www.usagainstalzheimers.org/stories | 4 | 0 | 0.00% | 0 | 0.00% | 0.00% |
| AD - Generic - Symptoms | Version A | http://www.usagainstalzheimers.org/ | 10686 | 276 | 2.58% | 0 | 0.00% | 42.72% |
| AD - Generic - Symptoms | Version B | http://www.usagainstalzheimers.org/blog | 3850 | 213 | 5.53% | 0 | 0.00% | 47.26% |



Case Study Results

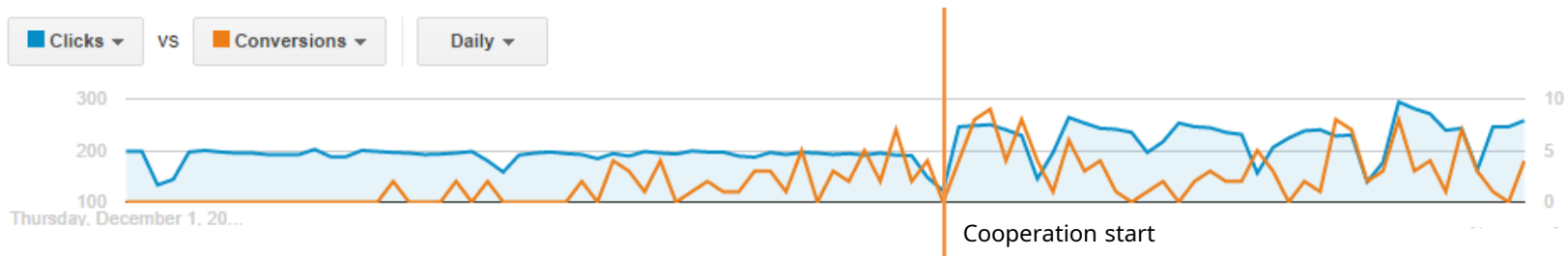
Results in 3 months of cooperation

+15% Ad clicks

188 New website conversions tracked

96% Average Ad Grant utilization

-19% Bounce rate from Ad Grants visits





Get Help

Let us help you

Why Us

1. We work **exclusively with nonprofits**
2. Fair pricing & **no setup fee**
3. **Free account audit** & initial **consultation**
4. No long-term **commitment**
5. Professional, **senior account management**
6. **100% visibility** to everything we do at all times
7. Everything we create together **remains your property**
8. Close **relationship with Google** – access to new features & premium support



Google
Certified Trainer



Our Services



Account Management

- Program application
- Audit & reactivation
- Campaign creation
- Regular optimization
- Reporting
- Compliance oversight



Detailed Account Audit

- Detailed account audit
- Review of compliance, setup, performance
- Audit report & consultation



Ad Grants Training

- Led by Certified Google Trainer
- Tailored to your needs
- Online or in-person
- Form and duration upon agreement



Questions?

above 



Thank you!

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