



GlobalGiving At A Glance

- Website: www.globalgiving.org
- Location: USA

Ad Grants Marketing Goals

- Increase visits to website's project page
- Expand impact to new countries
- Drive online donations

Success Metrics

- ▲ 4,000+ conversions
- ▲ 390,000+ clicks in 12 months
- ▲ Drove more than 5,000 donations



"Google Ad Grants has helped drive more than 350,000 visitors to our site, bringing an additional \$440,000 from more than 5,000 donations - and all without any cost to our organization!"

-Kevin Conroy

Chief Product Officer, GlobalGiving

GlobalGiving used conversion tracking metrics to maximize their daily budget, ultimately allowing them to be accepted into the Grantspro program and have access to an increased budget of \$40,000 a month.

Mission

GlobalGiving is an organization that gives social entrepreneurs and nonprofits from anywhere in the world a chance to raise money to improve their communities. On GlobalGiving.org, potential donors can search for projects by region or topic, and their chosen charity will send updates about how the donation is put to work. GlobalGiving is a marketplace for positive impact; people donate their time and money to charities that go out and make the world a better place.

Marketing Goals

GlobalGiving recognizes that people usually only donate to a cause after they are sufficiently informed about it. As a result, GlobalGiving uses their website to inform people about issues and then connect their donors to the 10,000+ qualified projects around the world. After trying traditional marketing efforts, GlobalGiving turned to Google Ad Grants in 2008 to drive qualified traffic to their website and ultimately increase donations to their variety of projects. They have spent 6+ years testing online marketing strategies in their Ad Grants account to successfully achieve their goals.

Process

Kevin Conroy, Chief Product Officer, compares AdWords performance data over time with industry and consumer trends to look for new outreach opportunities. In addition, conversion tracking metrics and click volume trends show which campaigns and projects are increasing in popularity and helps Kevin set marketing goals and strategies for GlobalGiving. Google Ad Grants lets the organization target the right person at the right time with the right call to action; helping people stay educated and ultimately give.

Impact of Google Ad Grants

GlobalGiving installed conversion tracking to track how many donations and newsletter subscriptions were coming from their Ad Grants campaigns. They used conversion tracking metrics to optimize their campaigns and ultimately help them max out their monthly budget of \$10,000. This allowed them to apply for the Grantspro program, receive an increased budget of \$40,000 a month and see an even greater impact from their Ad Grants account. The increased budget alone doubled GlobalGiving's traffic and AdWords spend. Today, their website traffic is up over 400% from when they joined Ad Grants in 2008 and they are still testing new strategies to utilize their increased budget.