

Case Study

The Born Free Foundation

Google Ads

Overview

The Born Free Foundation is a UK based charity that devotes it's time to compassionate conservation and animal welfare. They take action worldwide to protect threatened species and stop individual animal suffering.

To find out more about the amazing work they do, check out their website [HERE](#).

They have been in receipt of a Google Ad Grant for some time and had created 54 campaigns in-house. Traditionally, they had been using the spend to increase brand awareness as well as advertising for fund raising activities and were constantly hitting the maximum monthly spend, yet revenue was low.

They were then informed that the grant may be reduced by a whopping 75% so every penny spent was critical. At this point, they were aware that the campaigns were in need of a complete overhaul and dedicated attention, which was impossible in the current situation.

Our Approach

In April 2017 we met the Born Free team at their headquarters in Horsham and discussed how we could help.

During the initial period, we discussed various ways to utilise the budget and set about prioritising their attention to money raising projects only. This would enable them to continue raising much needed funds, whilst being prepared for a reduction to their funding. As a result, we would concentrate on creating campaigns for 3 key areas.

Over time, we removed all of the existing campaigns and replaced them with dedicated, targeted campaigns for each animal available for adoption. Another campaign was to concentrate specifically on donations and another for each item of merchandise they had.

Previously, many of the adoptions and causes were spread across several campaigns, making it almost impossible to keep up to date with any changes. Now each campaign was clear, making ongoing management much more efficient and easy to evaluate.

Due to our specialised approach, we researched what people were actually typing in the Google search bar and with the relevant keywords/keyphrases we created an Ad Group and 2 ads for each, for split testing purposes. This way the quality score was much higher, meaning that the ads would achieve a higher position, due to the matching of the search results and in turn, clicks costs would be reduced. This resulted in over 4,700 ads covering the main 3 areas that would raise money, Adoptions, Donations and Merchandise.

In January 2018, Google imposed a new criteria. All Google Ad Grant recipients had to achieve a Click Through Rate (percentage of ad clicks when compared to how many times the ads are shown) of 5% average at account level. If this was not achieved for 3 consecutive months, the funding would be withdrawn. Looking back over the original campaigns, The Born Free Foundation were only achieving an average of 3.11%, meaning that without this major overhaul, the funding would not only have been reduced, but removed all together.

The Results

In the first quarter of 2018 we could see a clear improvement on overall performance with spend on clicks reduced by a staggering 89.4% so even if the funding was slashed by 75%, this would no longer be of concern.

Along with a major decrease in overall spend, the e-commerce conversions rate had increased by 1,239.05% and the cost per conversion has dropped by 49.4% from \$59.18 to just \$29.92 giving a far greater Return on Investment.

With the other major concern being the new criteria of 5% Click Through Rate imposed by Google, we were happy to report that we were achieving a steady 6.26%, which has since increased further.

One other area that people don't think of is the overall performance of the website. With a well-maintained account, you can make impressive improvements to the bounce rate and time people spend on your site, which in turn, tells Google that you are a reputable site that people like and therefore, increases your Google rankings.

With the structure of our campaigns, we were seeing quality visitors that knew exactly what they wanted and were directed straight to it. Although this meant a reduction in the number of visitors, they were spending much more time on the site with an increase of 303.55% in average session duration and the bounce rate dropped by an impressive 25.29%.

We are very proud to be able support The Born Free Foundation and help them to retain their Google Grant with campaign management that has increased their annual traffic and revenue.

Don't just take our word for it. Here is what The Born Free Foundation had to say about our work.....

Born Free Testimonial

Marketing with Ethics have been instrumental in growing the online presence of the Born Free Foundation, seeing our annual traffic increase year on year due to their support.

Marketing with Ethics played a key role in managing and retaining our Google Grant by significantly increasing our click through rate.

I would not hesitate in recommending Marketing with Ethics.

Matt Smithers - Head of Marketing & Fundraising, Born Free Foundation
