

Webinar

Google Ad Grants 201

February 17th, 2022 | CanadaHelps



Land Acknowledgment

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the [Coast Salish People](#), the Montreal offices are located on [Kanien'kehà:ka \(Mohawk\)](#) territory, and the land on which we operate in Toronto is the traditional territory of the [Wendat](#), the [Anishinaabeg](#), [Haudenosaunee](#), and the [Mississaugas of the Credit First Nation](#).

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

About CanadaHelps

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

TRUSTED SINCE
2000

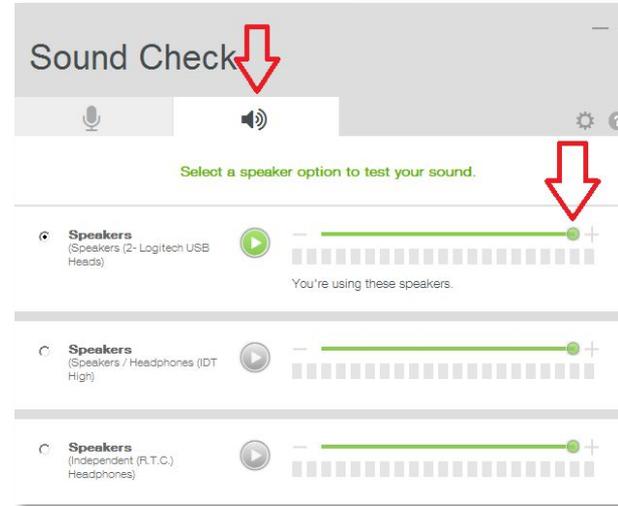
\$2.1 BILLION
RAISED

3.4 MILLION
DONORS

24,000 CHARITY
PARTNERS

Trouble hearing us?

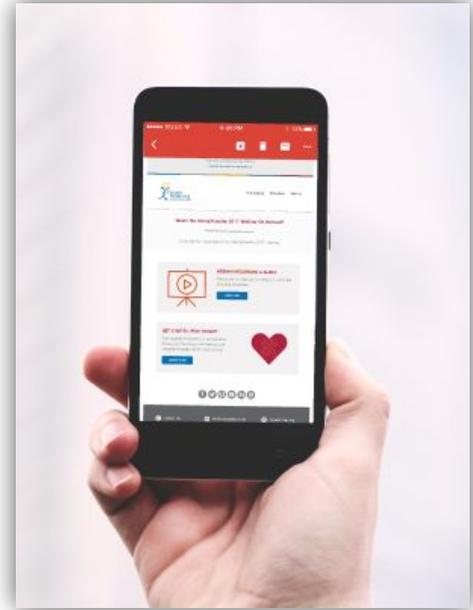
- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

Yes!

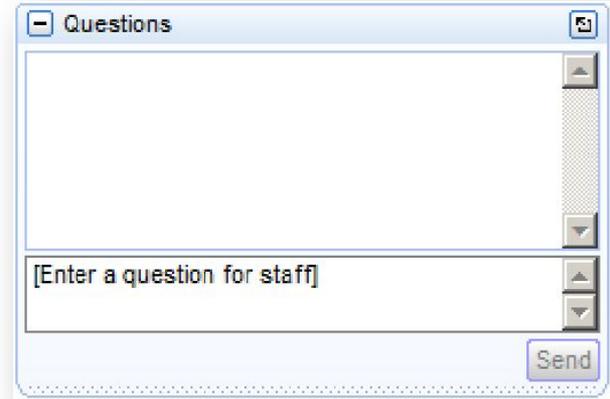
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



You can hear us, we can't hear you.

Have questions?

Type them into the Questions Log at anytime.



A screenshot of a web application window titled "Questions". The window has a light blue header with a minus sign icon on the left and a help icon on the right. Below the header is a large, empty text input area with a vertical scrollbar on the right side. At the bottom of the input area, there is a smaller text input field containing the placeholder text "[Enter a question for staff]". To the right of this field is another vertical scrollbar. In the bottom right corner of the window, there is a "Send" button.

Google Ad Grants

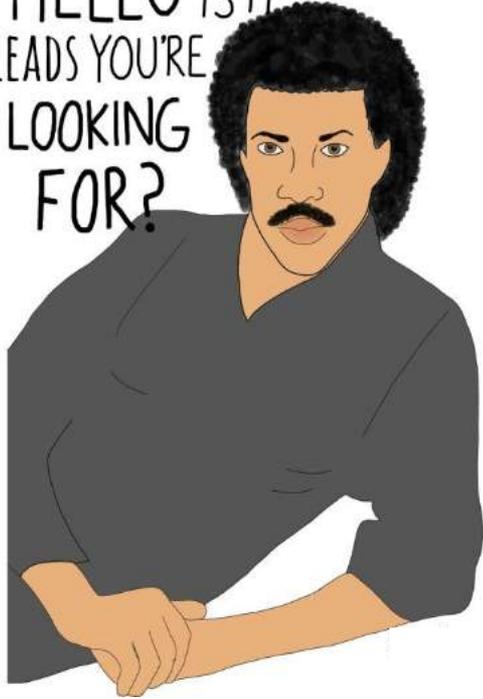
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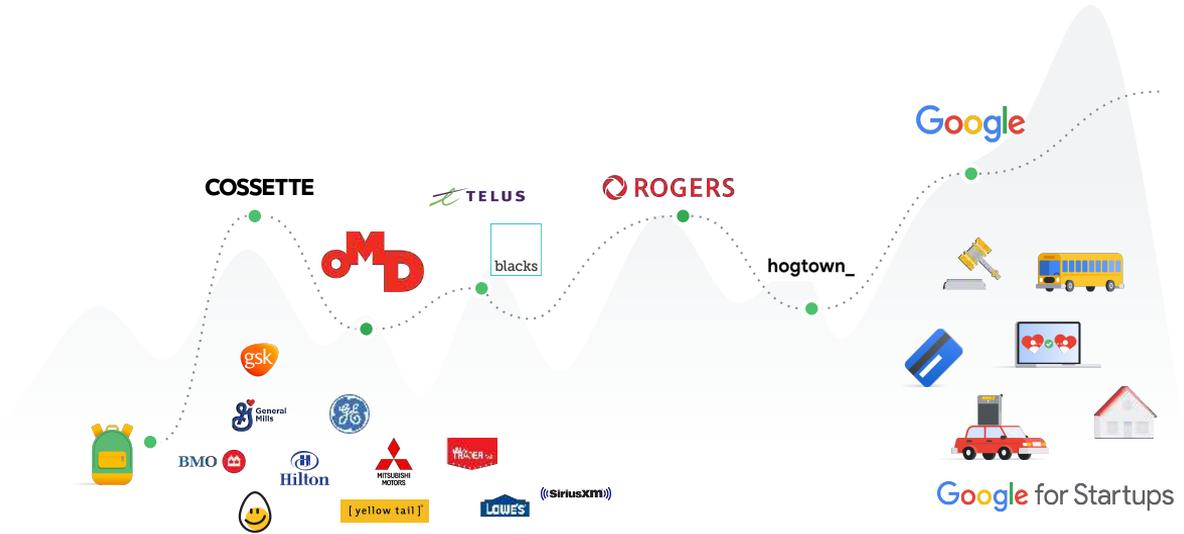
Date: Feb 17th

Hi, I'm Alex

HELLO IS IT
LEADS YOU'RE
LOOKING
FOR?



Lead Generation @ Google Canada
B2C Services & NGOs



Agenda

1

Ad grant refresh

2

How to think about leveraging online goals

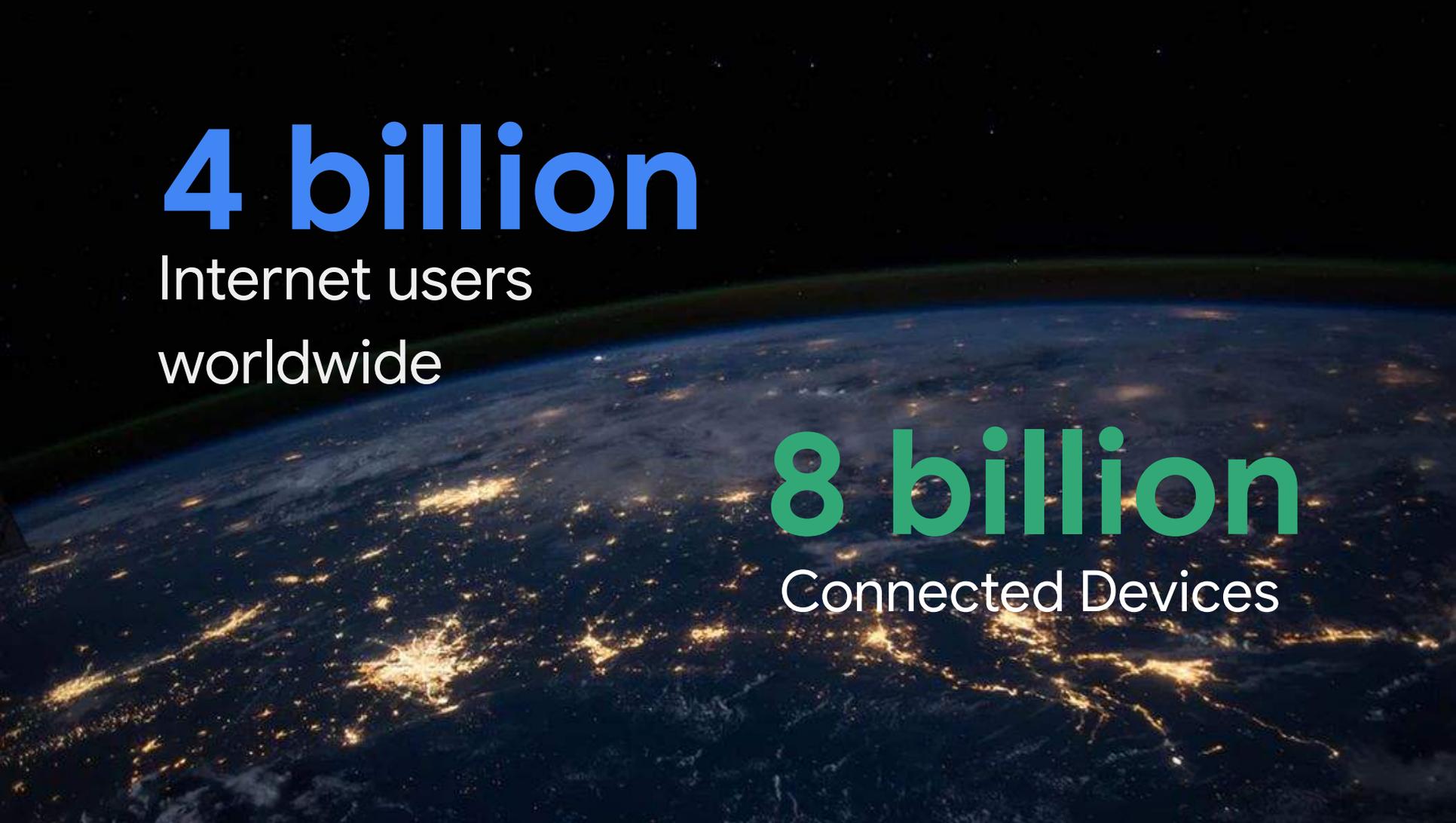
3

Tips & tricks on how to maximize performance

4

Virtual grants account audit

Ad Grants Refresh



4 billion

Internet users
worldwide

8 billion

Connected Devices

Search is a critical
touchpoint online

5.6 billion

searches on Google
every day

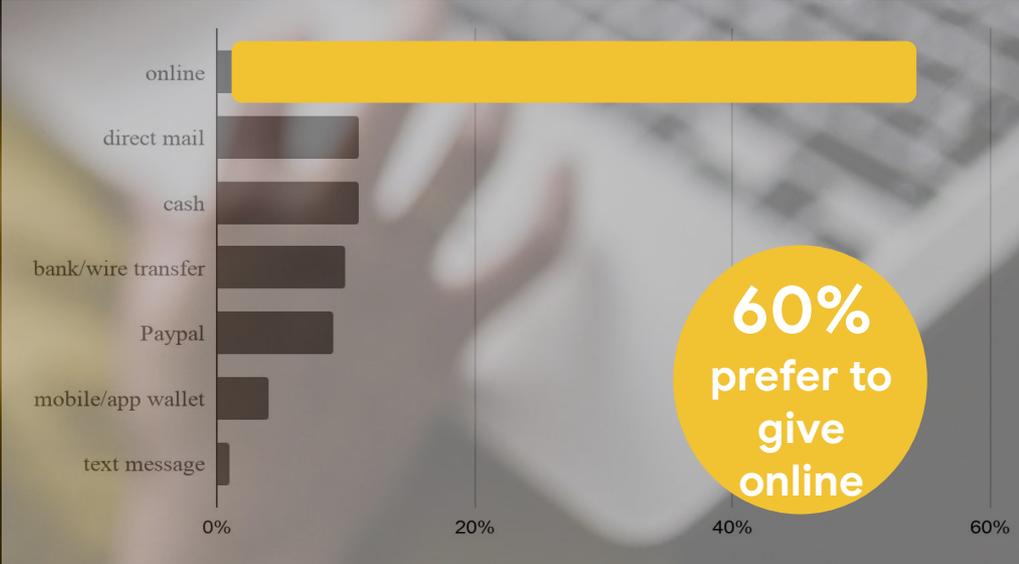


Search may be the beginning of a donor's journey

Donations given online



Preferred channels to give



Source: Nonprofits Source, 2018 and 2018's Global Trends in Giving Survey

Ad Grants connects people to causes through free Google Ads



45,000
global nonprofits



with 1 billion
visits

Mission: Grow charitable giving and help nonprofits succeed by connecting people to causes:
with \$10,000 per month in free Google advertising, nonprofits can create meaningful ads to educate, attract donors and help people around the world.

Ad Grants offers nonprofits exposure

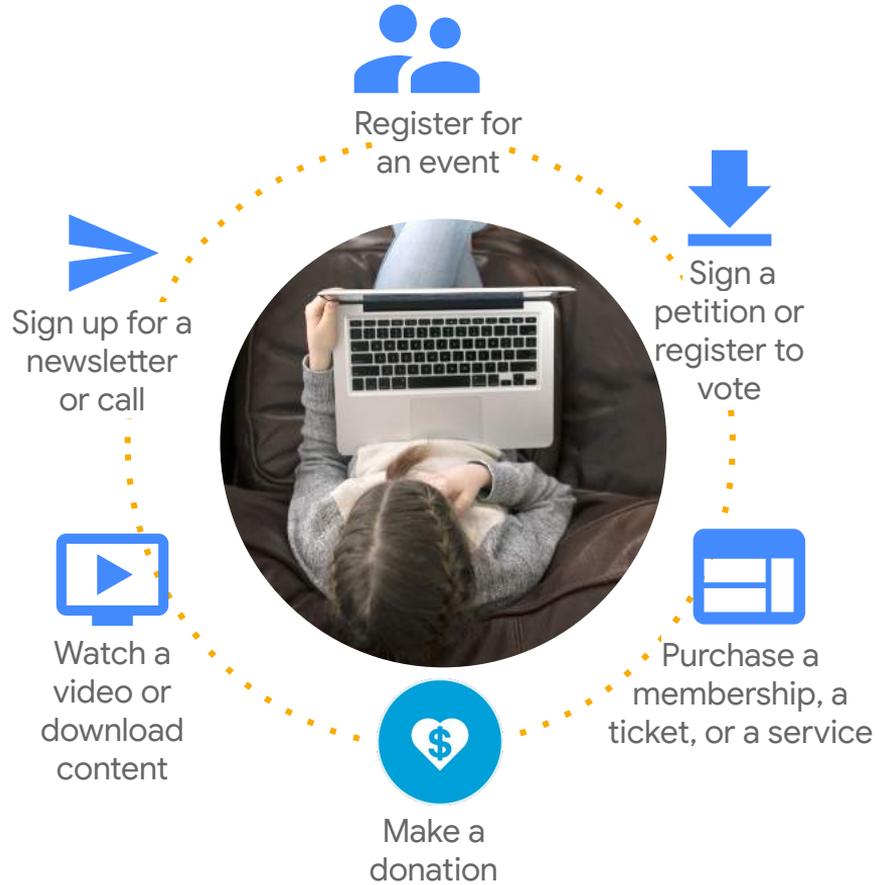
The image shows a Google search interface for the query "donate old coats". A green callout labeled "Search term" points to the search bar. A green callout labeled "Search ads" points to the top two search results, which are marked with an "Ad" icon. A blue callout labeled "Organic results" points to the bottom two search results, which are not marked as ads. The search results include links to "www.onewarmcoat.org", "www.goodwillches.org", "www.onewarmcoat.org", and "www.burlington.com/warm-coats-warm-hearts-drive.aspx".

Search term

Search ads

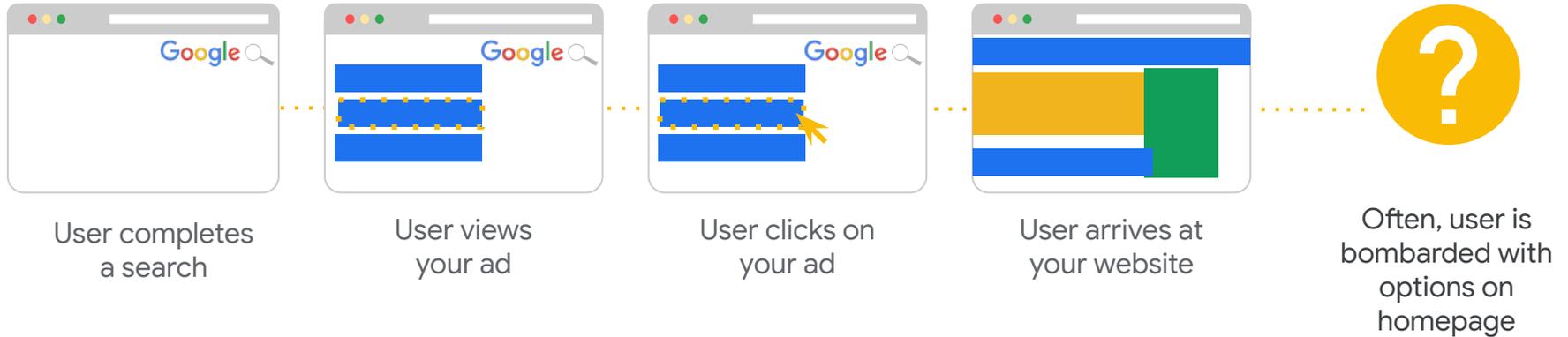
Organic results

Ad Grants helps nonprofits get results



Leveraging Online Goals

What do you want someone to do when visiting your website?



To note

Define your preferred actions and the highest potential paths for a user to complete those actions beyond visiting your site

Potential online goals

Education

Watching a video

Downloading content

Taking a quiz

Signing up for an offline job skills course

Completing a course

Searching on your site

Signing up to get a medical test

Engagement

Filling out a survey

Signing up for email

Signing a petition

Registering to vote

Signing up for a course

Registering an interest form

Calling your hotline

Events

Signing up for a race

Signing up for a rally / march

Signing up for an event

Signing up to spread the word for an event

Volunteering

Filling out a volunteer interest form

Completing a volunteer profile form

Signing up to tutor

Calling your org

Signing up to fundraise

Purchases / Donations

Signing up for membership

Buying a ticket

Purchasing a service or product in your charity shop - and how much

Making a donation

The dollar value of donations

To note: you can also track donations from a 3rd party using cross-domain tracking

Beyond fundraising/volunteer sign-up, track by your needs

Organizational Health

Number of people pledging to support a cause/signing up to be an ambassador

Number of individuals signed up to attend a rally or march

Number of email list subscribers

Branded merchandise sales

Education

Teacher applications

Project submissions

Fulfilling a wishlist item

Tutoring requests

Signups for a class

Economic Development

Sign ups for job training seminars

Sign ups to lend funds

Number of financial literacy videos viewed

Number of clients who complete job skills training

Health and Wellness

Number of people who sign up for testing/blood donation

Number of individuals indicating need for a medicine

Number of participants who read about how to quit smoking

Human Services

Recipients per month

Calls to a hotline

Signups for a youth community service

Scheduling a drop-off donation

Number of adoption requests

Track your goals with (free!) Google Analytics

Google Analytics shows you what happens after a user clicks on your ads.

CAMPAIGN REACH

- How many people have seen my ads? *Impressions*
- How many of them clicked on my ads? *Click-through rate*

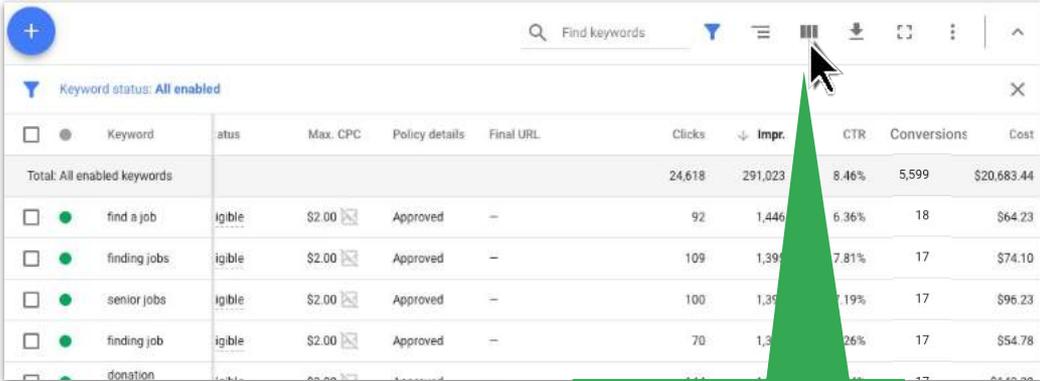
CAMPAIGN EFFECTIVENESS

- What do people like reading on my site? *Google Analytics*
- Did they review my video? *Google Analytics*
- Who signed up for newsletter? *Google Analytics*
- How many returned to donate? *eCommerce Google Analytics*
- How long did it take for them to donate? *Google Analytics*
- What do they come back for after donating? *Google Analytics*



In digital ad terminology, goals are called conversions

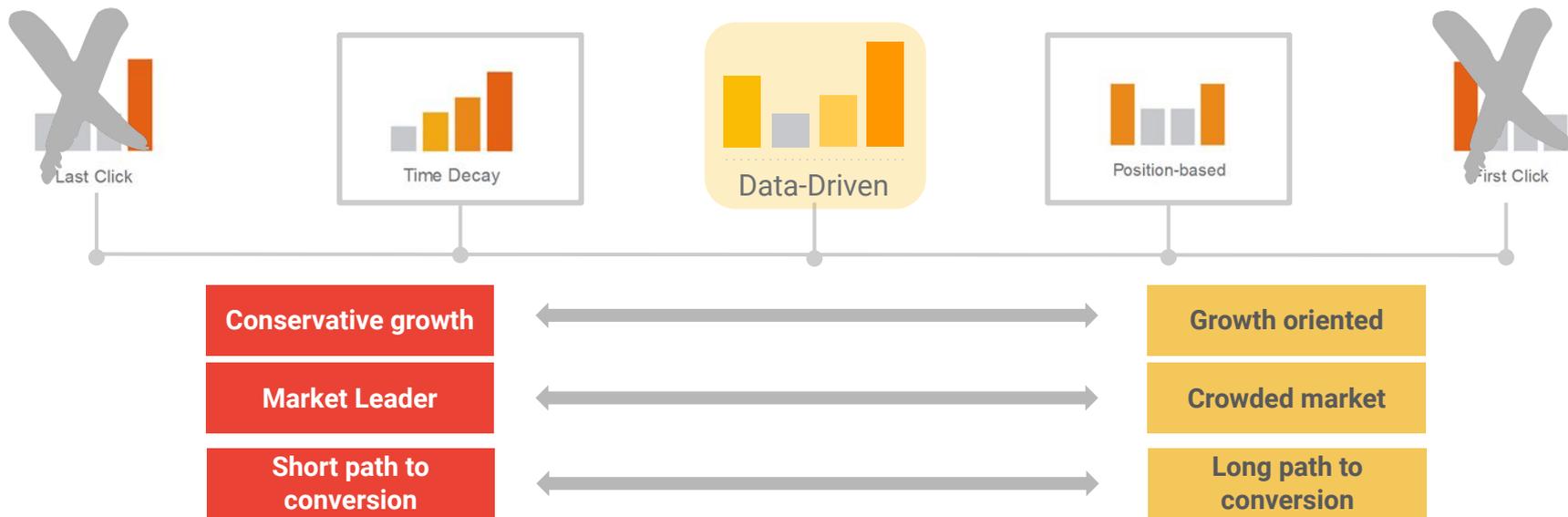
- **Conversions:** number of times your goal is met
- **Conversion value:** the assigned value you give to that goal or the exact amount donated or paid
- **Cost Per Acquisition (CPA):** how much it costs in ads for someone to take the action



<input type="checkbox"/>	<input type="radio"/>	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Conversions	Cost
Total: All enabled keywords							24,618	291,023	8.46%	5,599	\$20,683.44
<input type="checkbox"/>	<input checked="" type="radio"/>	find a job	eligible	\$2.00	Approved	—	92	1,446	6.36%	18	\$64.23
<input type="checkbox"/>	<input checked="" type="radio"/>	finding jobs	eligible	\$2.00	Approved	—	109	1,395	7.81%	17	\$74.10
<input type="checkbox"/>	<input checked="" type="radio"/>	senior jobs	eligible	\$2.00	Approved	—	100	1,395	7.19%	17	\$96.23
<input type="checkbox"/>	<input checked="" type="radio"/>	finding job	eligible	\$2.00	Approved	—	70	1,395	5.02%	17	\$54.78
<input type="checkbox"/>	<input checked="" type="radio"/>	donation	eligible	\$2.00	Approved	—	100	1,395	7.19%	17	\$96.23

'Modify columns' to add 'Conversions' or other related fields into the table

Be deliberate on attribution model, extend conversion window

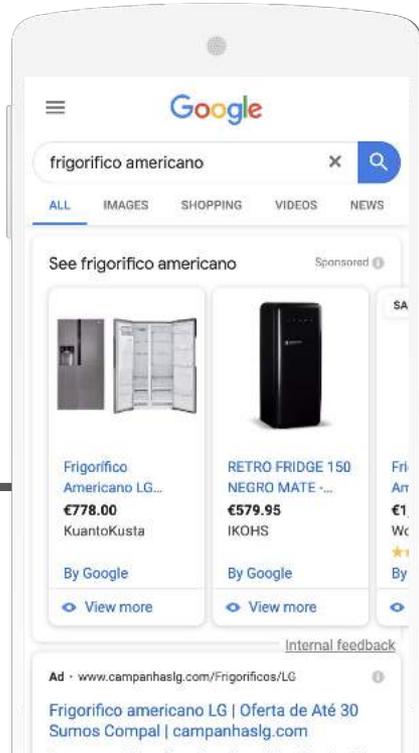


Recommendation: Use data-driven attribution model and set a 90 day conversion window for fundraising

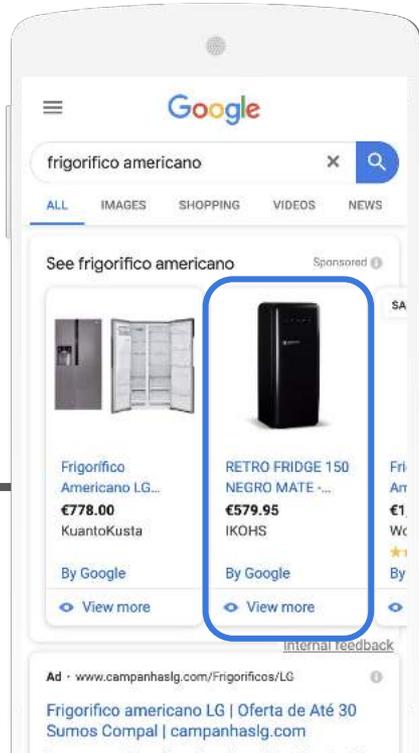
Maximize Impact with Ad Grants

What happens in a normal search?

SEARCH



CLICK



WEBSITE



How does the auction work?



Score used to rank ads against each other.

Advertisers choose the maximum amount they are willing to pay per click

Reporting in 1 to 10 scale, quality score is an estimate of the quality of your ads, keywords, and landing pages:

- Expected CTR
- Ad Relevance
- Landing Page Experience

How does the auction work?

$$\text{Ad Rank} = \text{Max. Bid} \times \text{Quality score}$$



Distance you can go



Fuel



Engine quality

If your car engine has high efficiency, you need only little fuel to take you far.

This is the same as ad rank. If your quality score is good, there's no need for high bid to get high ad rank.

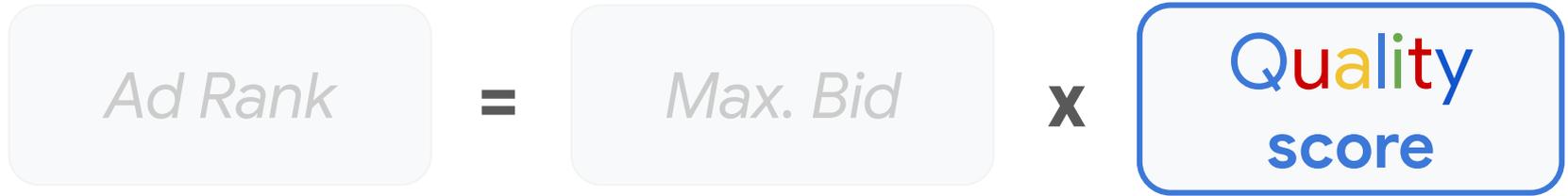
Ad rank is freshly calculated every time people search.

How are ads priced?

$$\text{CPC (ACTUAL PRICE PER CLICK)} = \frac{\text{Ad Rank of ad below you}}{\text{Your Quality Score}} + \$0.01$$

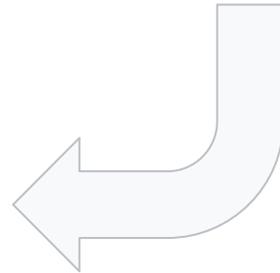
Your CPC is the final amount you're charged for a click.

How does the auction work?

$$\text{Ad Rank} = \text{Max. Bid} \times \text{Quality score}$$


Reporting in 1 to 10 scale, quality score is an estimate of the quality of your ads, keywords, and landing pages:

- **Expected CTR**
- **Ad Relevance**
- **Landing Page Experience**



Understanding quality score

Quality Score: Definition estimate of the quality of your ads, keywords, and landing pages.

Expected CTR



Prediction on whether your keyword is likely to lead to a click on your ads. More info [here](#).

Ad Relevance



Ad relevance measures how closely related your keyword is to your ads. More info [here](#).

LP Experience

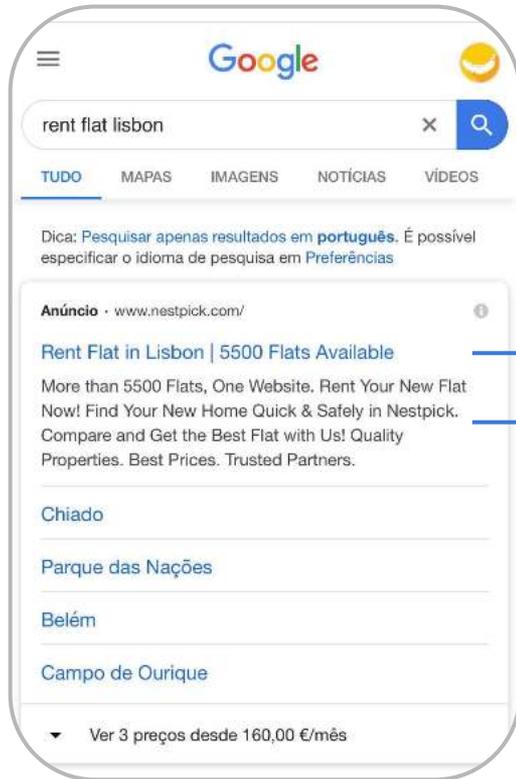


How well your website gives people what they're looking for. More info [here](#).

How can I improve my **quality score**?

The Google Ads system works best when advertisers are able to provide a relevant search experience for the user.

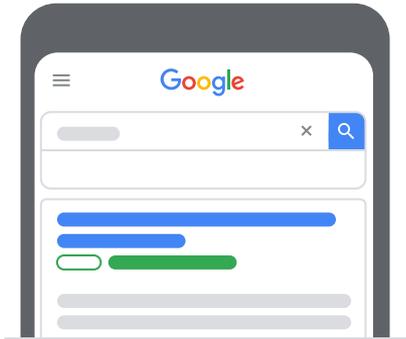
A text ad on Google search is divided in three parts:
Headline text, a display URL and description text



Headlines (30 characters max)

Description (90 characters max)

How to create easily compelling and relevant text ads?



- Headline is the most important part of an ad:
 - Introduce **value proposition**.
 - **Hook** or **call to action**.
 - Move the call to action to be the first thing in the ad.

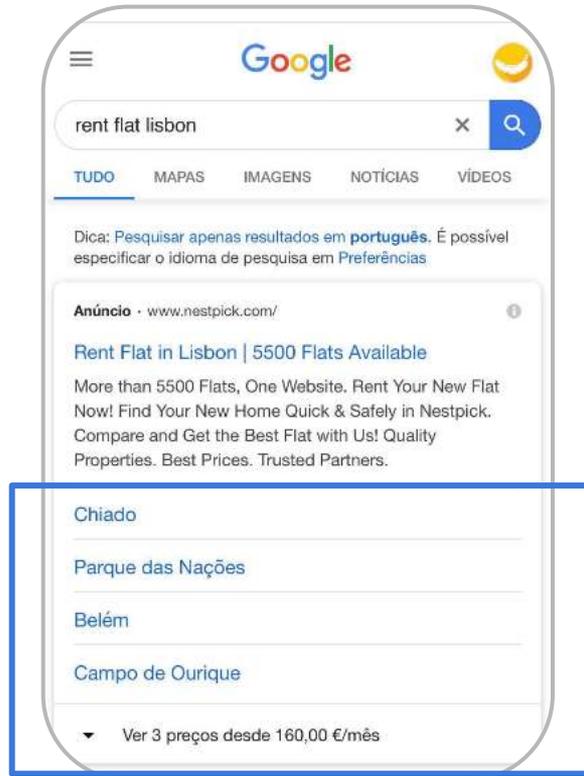
Focus on user benefits.

Tie your keywords to your ad copy.

Use words from your website.

Avoid generic language and use specific CTAs

Ad Extensions gives users more reasons and ways to interact with your business



Ad Extensions



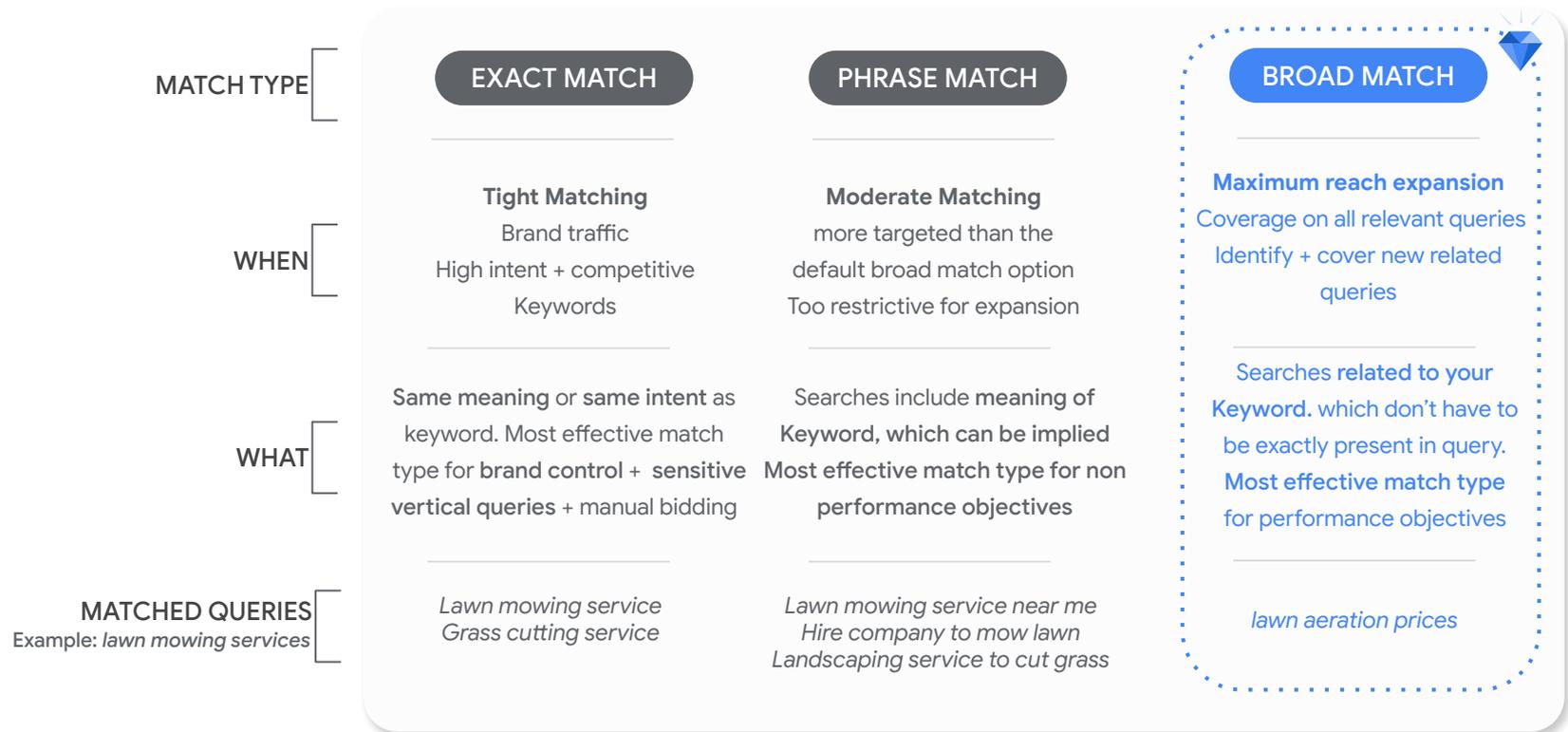
This helps to make your **ads more relevant**.

These extensions can feature call buttons, location info or additional information about your products.

Learn more about ad extensions [here](#)

Broad Match Keywords play a significant role in your Setup

Cover relevant high intent queries by *not restricting* Keyword Match Types



★ Maximize Performance & Reach

What are the benefits of leveraging *Broad Match* Type?

Benefits of Broad Match Keywords



KEYWORD

KEYWORD

KEYWORD

Increase efficiency

Spend your money on keywords that work & preventing from accruing click charges for keyword variations that aren't working



Save time

Less time spent on creating manual extensive Keyword lists



Expand reach & coverage

Easily identify & capture high-value & new search queries relevant to your business while meeting performance targets



Relevance

Feeding in all relevant signals for better understanding of the query intent matched to Keyword



+25% Incremental Conversions

+12% Increased Value



Ad Grants Account Audits

Since 2020 I've helped manage our Ad Grants Audit program



What I (we) evaluate:

1. Setup & Readiness
2. Conversion Tracking
3. Ad relevance
4. Program Policies & Table stakes

If you're planning to manage a Ad Grants account, make sure you can influence these



Setup & Readiness:

Are you ready to get started with Ad Grants?

Best Practice	Auditor Recommendations
Goals clearly reflected on website	Website updates
Landing pages have a clear call-to-action	
Site speed is strong	Provide site speed tool, complete with customized recommendations
Google Analytics is installed on their website	GA implementation

Conversion Tracking:

Can you measure (& optimize to) the impact Ads drives?

Best Practice	Auditor Recommendations
All valuable conversions are tracked:	Implement conversion tracking (GA, or OGT)
ECommerce transactions are properly tracked: recording donation values	Audit GA accuracy
Campaigns are using automated bidding strategies: such as Maximize Conversions, Target CPA and Target ROAS	Bidding: Use Max Conversions
Time decay attribution model is being used	Attribution: Use Time Decay
90 day attribution window has been selected	Attribution: Use to 90 day

Ad Relevance:

The best ads,
paired with the
best keywords
generate the
best results

Best Practice	Auditor Recommendations
Optimization score at 100%	Implement recommendations (RSA ad strength + Broad match KWs)
Tightly themed ad groups	Have a thoughtful structure, and manage your keywords often
Relevant location targeting (local area)	
New KWs from search terms report	
Paused KWs with high impressions and low CTR	
Negative KWs	
Compelling Ad Copy	Don't sleep on creative. Get in there and optimize your creative monthly+
Dynamic Search Ads	
"Optimize" ad rotation	
3+ Extensions	

Program policies & Table stakes:

Just a few extra guidelines for Ad Grants

Best Practice	Auditor Recommendations
Only showing on Google.com	Follow guidelines :)
Accurate conversion tracking	
Keywords not overly generic	
Maximum CPC \$2 for manual bidding	
Account CTR >5%	

Thank you!