

## Nonprofit Drives Traffic Using Well-Timed PPC

Strategy and timing can make a big difference when integrating PPC tactics.

### *About the Client*

Heifer's mission is to end hunger and poverty while caring for the Earth. Since 1944, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer is currently working in 50 countries, including the United States, to help families and communities become more self-reliant. Visit [www.heifer.org](http://www.heifer.org) to learn more.

### *Challenge*

Heifer International first partnered with 90octane in 2000 for strategic online marketing initiatives including search engine optimization (SEO) and pay-per-click (PPC) advertising. Its goal? To increase brand visibility, and even more importantly, drive online donations. 90octane has employed Google Grants, an in-kind donation program awarding free AdWords advertising to select charitable organizations, in the Heifer program since 2007. We sought to integrate Grants with traditional PPC advertising in a manner that would effectively increase ad click-through rate (CTR) and drive traffic to the organization's Black Friday landing page.

### *Solution*

Because Google Grants limit organizations to keyword PPC bidding and only allow \$1 max cost-per-click (CPC) bids, the campaigns typically aren't as competitive as traditional PPC campaigns. This means that effective budgeting is extremely important. After conducting careful research on user search behavior at certain times of year, attending webinars and analyzing search traffic trends, 90octane saw a spike in relevant searches during the period of time before Black Friday. Using this information, 90octane applied Google Grants advertising strategically leading up to Black Friday, testing keywords and messaging before switching the campaign to a traditional PPC spend at a set date. Higher performing keywords were moved to traditional PPC campaigns, where the CPC bid could be higher. Conversely, lower performing keywords were moved from the PPC program to Google Grants. These key changes allowed Heifer to target a search audience that they had not captured in previous years and optimized the program so that spending was more effective for a longer period of time.

### *Results*

Using a seasonal approach to integrating Google Grants and PPC campaigns paid off for Heifer's 2010 Black Friday campaign. CTR increased by 182% in comparison with 2009, and site traffic to the organization's Black Friday landing page increased by 13%. Because of the in-depth research performed by the 90octane team, we now have a process in



place for identifying time-sensitive windows for testing and separating low and high-cost search terms, thus maximizing the PPC budget and targeting Heifer's audience at the most important times of the year.

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