



Google AdWords Campaign Report & Toys + Play = Hope Ad Proposal

December 2014

Overview

- Three Google AdWords campaigns were launched on Oct 14 to reach out to different audiences

Campaign 1	Campaign 2	Campaign 3
Toys for organizations	Donate Cash	Donate Toys
<ul style="list-style-type: none">• Target: nonprofit organizations• Objective: to provide nonprofit organizations with toys• Daily budget: \$109	<ul style="list-style-type: none">• Target: individuals and companies• Objective: to encourage individuals and companies to donate money to TIF• Daily budget: \$109	<ul style="list-style-type: none">• Target: toy companies• Objective: to encourage toy companies to donate toys to TIF• Daily budget: \$109
<ul style="list-style-type: none">• Ad targeting: United States, English• Campaign launched on Oct 14, 2014		

Current Campaigns: TIF Toys for Nonprofits

- Targeting nonprofits to request toy donations
- Ad #2 is more effective: higher clicks & impressions and lower Avg. CPC

Ad #1

New Toys for Nonprofits
www.toyindustryfoundation.org
 Toy Bank provides new toys for kids
 Get free toys now

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
toy charity	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
donate toys	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toys charity	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toy charities	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toys for charity	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toys for tots	2	22	3,506	0.63%	1.65	36.33	5.2
charity sites	2	22	3,506	0.63%	1.65	36.33	5.2
kids charity	2	22	3,506	0.63%	1.65	36.33	5.2
child charities	2	22	3,506	0.63%	1.65	36.33	5.2
toy donations	2	22	3,506	0.63%	1.65	36.33	5.2
charities for kids	2	22	3,506	0.63%	1.65	36.33	5.2
kids charities	2	22	3,506	0.63%	1.65	36.33	5.2
kid charities	2	22	3,506	0.63%	1.65	36.33	5.2
toy donation request	2	22	3,506	0.63%	1.65	36.33	5.2
sponsor a child	2	22	3,506	0.63%	1.65	36.33	5.2
christmas toy donations	2	22	3,506	0.63%	1.65	36.33	5.2
local donations	2	22	3,506	0.63%	1.65	36.33	5.2
toy donations for christmas	2	22	3,506	0.63%	1.65	36.33	5.2
toy donation charities	2	22	3,506	0.63%	1.65	36.33	5.2
christmas toy donation charities	2	22	3,506	0.63%	1.65	36.33	5.2
Total - filtered	--	6	265	2.26%	1.79	10.72	5.1
Total - Search	--	6	265	2.26%	1.79	10.72	5.1
Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

Ad #2

New Toys for Charities
www.toyindustryfoundation.org
 Toy Bank provides new toys for kids
 Get free toys now

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
toys for tots	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
christmas toy donations	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toy donations for christmas	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toys for charity	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
toys charity	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
donate toys	2	22	3,506	0.63%	1.65	36.33	5.2
toy donations	2	22	3,506	0.63%	1.65	36.33	5.2
toy charities	2	22	3,506	0.63%	1.65	36.33	5.2
toy charity	2	22	3,506	0.63%	1.65	36.33	5.2
charities for kids	2	22	3,506	0.63%	1.65	36.33	5.2
child charities	2	22	3,506	0.63%	1.65	36.33	5.2
toy donation charities	2	22	3,506	0.63%	1.65	36.33	5.2
charity sites	2	22	3,506	0.63%	1.65	36.33	5.2
kid charities	2	22	3,506	0.63%	1.65	36.33	5.2
local donations	2	22	3,506	0.63%	1.65	36.33	5.2
kids charities	2	22	3,506	0.63%	1.65	36.33	5.2
kids charity	2	22	3,506	0.63%	1.65	36.33	5.2
christmas toy donation charities	2	22	3,506	0.63%	1.65	36.33	5.2
toy donation request	2	22	3,506	0.63%	1.65	36.33	5.2
sponsor a child	2	22	3,506	0.63%	1.65	36.33	5.2
Total - filtered	--	6	265	2.26%	1.79	10.72	5.1
Total - Search	--	6	265	2.26%	1.79	10.72	5.1
Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

*Note: Data period: Dec 1 – Dec 31

Current Campaigns: TIF Donate Toys

- Targeting toy companies to donate new toys to TIF
- Ad #1 with emotional sentiment was more effective than Ad Group #2

Ad #1

Smiles for Kids in Need
www.toyindustryfoundation.org
 Your help makes play possible
 Donate toys now

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
toy drive	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
Help kids	2	22	3,506	0.63%	1.65	36.33	5.2
toys for tots	2	22	3,506	0.63%	1.65	36.33	5.2
Christmas donation	2	22	3,506	0.63%	1.65	36.33	5.2
Christmas toy donation	2	22	3,506	0.63%	1.65	36.33	5.2
where to donate toys	2	22	3,506	0.63%	1.65	36.33	5.2
company donation	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys for tots	2	22	3,506	0.63%	1.65	36.33	5.2
corporate donation	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys nyc	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys to kids in need	2	22	3,506	0.63%	1.65	36.33	5.2
where to donate soft toys	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys to charity	2	22	3,506	0.63%	1.65	36.33	5.2
toy company donation	2	22	3,506	0.63%	1.65	36.33	5.2
toys to donate to charity	2	22	3,506	0.63%	1.65	36.33	5.2
donate to nonporfit	2	22	3,506	0.63%	1.65	36.33	5.2
Total - filtered	--	6	265	2.26%	1.79	10.72	5.1
Total - Search	--	6	265	2.26%	1.79	10.72	5.1
Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

Ad #2

Donate Toys and More
www.toyindustryfoundation.org
 Your excess inventory becomes
 gifts for children in need

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
Christmas donation	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
Christmas toy donation	2	22	3,506	0.63%	1.65	36.33	5.2
where to donate toys	2	22	3,506	0.63%	1.65	36.33	5.2
toy drive	2	22	3,506	0.63%	1.65	36.33	5.2
company donation	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys to kids in need	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys to charity	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys for tots	2	22	3,506	0.63%	1.65	36.33	5.2
corporate donation	2	22	3,506	0.63%	1.65	36.33	5.2
donate toys nyc	2	22	3,506	0.63%	1.65	36.33	5.2
toys for tots	2	22	3,506	0.63%	1.65	36.33	5.2
where to donate soft toys	2	22	3,506	0.63%	1.65	36.33	5.2
toy company donation	2	22	3,506	0.63%	1.65	36.33	5.2
Help kids	2	22	3,506	0.63%	1.65	36.33	5.2
toys to donate to charity	2	22	3,506	0.63%	1.65	36.33	5.2
donate to nonporfit	2	22	3,506	0.63%	1.65	36.33	5.2
Total - filtered	--	6	265	2.26%	1.79	10.72	5.1
Total - Search	--	6	265	2.26%	1.79	10.72	5.1
Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

*Note: Data period: Dec 1 – Dec 31

Current Campaigns: TIF Donate Cash

- Targeting individuals and companies to donate cash
- Ad #1 is more effective in terms of awareness. A more direct ad message seems impactful

Ad #1

Donate to Kids in Need
www.toyindustryfoundation.org
 You can make kids in need smile
 Help us make play possible

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
children charities	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
charity donations	2	22	3,506	0.63%	1.65	36.33	5.2
childrens charity	2	22	3,506	0.63%	1.65	36.33	5.2
children charity	2	22	3,506	0.63%	1.65	36.33	5.2
donate charity	2	22	3,506	0.63%	1.65	36.33	5.2
charity	2	22	3,506	0.63%	1.65	36.33	5.2
donating to charity	2	22	3,506	0.63%	1.65	36.33	5.2
charitable	2	22	3,506	0.63%	1.65	36.33	5.2
donations to charity	2	22	3,506	0.63%	1.65	36.33	5.2
501 c 3	2	22	3,506	0.63%	1.65	36.33	5.2
charities to donate to	2	22	3,506	0.63%	1.65	36.33	5.2
charitable donation	2	22	3,506	0.63%	1.65	36.33	5.2
national charities	2	22	3,506	0.63%	1.65	36.33	5.2
corporate donation	2	22	3,506	0.63%	1.65	36.33	5.2
charitable organizations	2	22	3,506	0.63%	1.65	36.33	5.2
charity list	2	22	3,506	0.63%	1.65	36.33	5.2
list of charities	2	22	3,506	0.63%	1.65	36.33	5.2
corporate patronage	2	22	3,506	0.63%	1.65	36.33	5.2
Total - filtered	--	6	265	2.26%	1.79	10.72	5.1
Total - Search	--	6	265	2.26%	1.79	10.72	5.1
Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

Ad #2

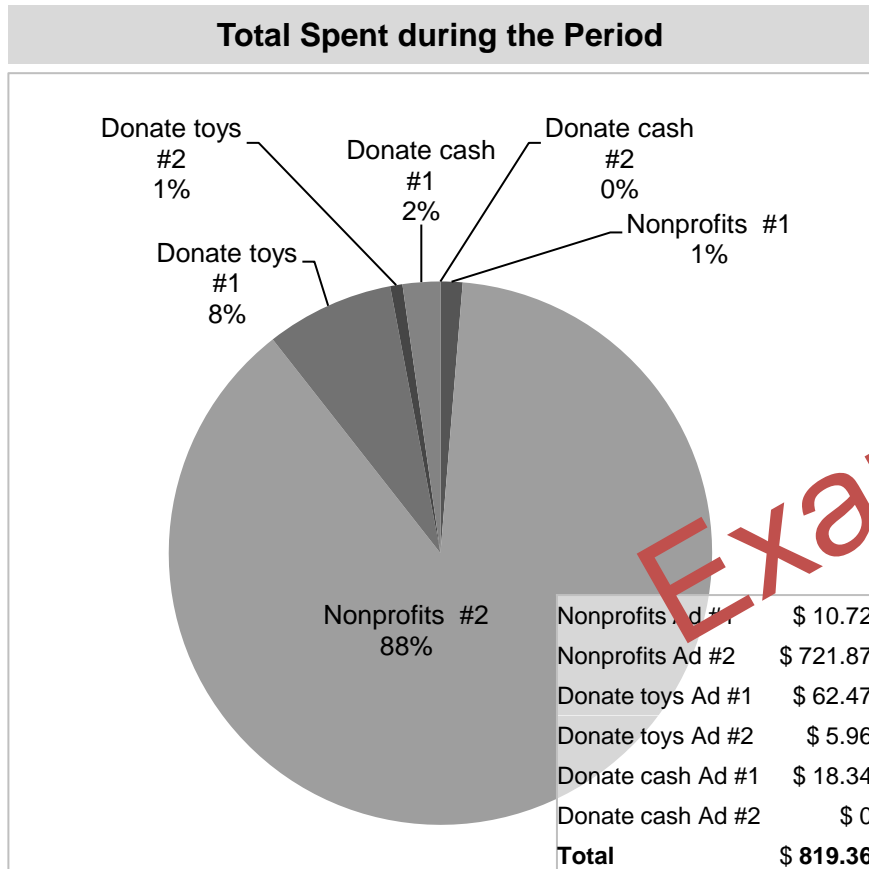
Help Children in Need
www.toyindustryfoundation.org
 You can make kids in need smile
 Help us make play possible

Keyword	Max. CPC	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position
charitable	2	1,392	95,206	1.46%	1.43	1,992.83	3.9
children charities	2	22	3,506	0.63%	1.65	36.33	5.2
501 c 3	2	22	3,506	0.63%	1.65	36.33	5.2
charity	2	22	3,506	0.63%	1.65	36.33	5.2
childrens charity	2	22	3,506	0.63%	1.65	36.33	5.2
donate charity	2	22	3,506	0.63%	1.65	36.33	5.2
children charity	2	22	3,506	0.63%	1.65	36.33	5.2
charitable organizations	2	22	3,506	0.63%	1.65	36.33	5.2
charity donations	2	22	3,506	0.63%	1.65	36.33	5.2
charitable donation	2	22	3,506	0.63%	1.65	36.33	5.2
donating to charity	2	22	3,506	0.63%	1.65	36.33	5.2
corporate donation	2	22	3,506	0.63%	1.65	36.33	5.2
charity list	2	22	3,506	0.63%	1.65	36.33	5.2
donations to charity	2	22	3,506	0.63%	1.65	36.33	5.2
list of charities	2	22	3,506	0.63%	1.65	36.33	5.2
national charities	2	22	3,506	0.63%	1.65	36.33	5.2
charities to donate to	2	22	3,506	0.63%	1.65	36.33	5.2
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Total - Display Network	--	0	0	0.00%	0	0	0
Total	--	00000	0000	00.00%	0.00	000000	00

*Note: Data period: Dec 1 – Dec 31

Campaign Spent & Budget Reallocation

- Current campaigns are not meeting the maximum daily budget
- \$100 will be placed for the new campaign, “Toys + Play = Hope”



8.2%
of monthly allowance
(\$10,000)

Example

*Note: Data period used for this analysis is 19 days; Oct 15 through Nov 2



- Current daily budget for each campaign is \$109. All running campaigns are not using their full daily budget
- \$50 will be borrowed from each campaign, the donate toys campaign and the donate toy campaign, for the new campaign, “Toys + Play = Hope”
- New daily budget
 - Nonprofits: \$109
 - Donate toys: \$59
 - Donate Cash: \$ 59
 - Toys + Play = Hope: \$100

Ad-hoc Ad: “Toys + Play = Hope”

- Target: individuals and companies
- Objective: to increase traffic to the new crowdfunding campaign, Toys + Play = Hope

Landing page

The landing page features a video of a child holding a teddy bear, a progress bar showing 4% raised towards a \$25,000 goal, and a 'FUND THIS PROJECT' button. The page also lists project leaders and a 'Fund \$10 and more' section.

<http://www.rockethub.com/projects/49705-toys-play-hope-this-holiday-season-1-helps-6-children>

Keyword Planner

Your product or service: toys for children in need
 Your landing page: http://www.rockethub.com/projects/49705-to
 Your product category: Nonprofit Services

Get ideas Modify search

Search volume trends

Average monthly searches

Month	Average monthly searches
Oct 2013	~50K
Nov 2013	~65K
Dec 2013	~75K
Jan 2014	~50K
Feb 2014	~45K
Mar 2014	~50K
Apr 2014	~50K
May 2014	~40K
Jun 2014	~40K
Jul 2014	~50K
Aug 2014	~50K
Sep 2014	~55K

Your plan
 Saved until Nov 13, 2014

Bid \$2.00

Daily forecasts
 97.4 – 119 Clicks
 \$56.00 – \$68.00 Cost

Ad groups: 1

Charity For Kids (23)

Review forecasts

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
toys for children in need	10	High	-	0%	ACCOUNT

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
sponsor child	170	High	\$25.37	0%	»
where can i donate used toys	170	High	\$6.44	0%	»
local charity	170	Medium	\$4.17	0%	»
online charity	140	High	\$5.92	0%	»
help children	140	High	\$5.77	0%	»

Keyword Ideas Estimates

- Daily budget is set at \$100 with Max CPC at \$2.00

Daily forecasts



<input type="checkbox"/>	Ad Group	Keywords	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
<input type="checkbox"/>	Charity For Kids (23)	how to help children, help orphans, k...	108.19	4,000.00	\$62.23	2.7%	\$0.58	2.25
Total			108.19	4,000.00	\$62.23	2.7%	\$0.58	2.25

Daily Estimates	
•Clicks	97.4– 119
•Impressions	3.6k – 4.4k
•Cost	\$56 – \$68
•Ad position	2.05 – 2.5
•Max CPC	\$2.00
•Keyword type	Broad

Keyword Estimates Details

- You may want to use following keywords to get high impressions

Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Estimated Clicks	Estimated Impressions	Estimated Cost	Estimated CTR	Estimated Average CPC	Estimated Average Position
holiday charities	140	0.6	2.91	24.65	820.37	15.06	0.03	0.61	2.24
non profit organizations for children	390	0.73	3.58	14.79	750.58	8.22	0.02	0.56	2.29
support a child	170	0.95	13.06	13.51	430.1	4.88	0.031	0.36	1.83
local charities	1300	0.72	2.69	11.98	407.88	4.94	0.029	0.41	2.59
toys donation	70	0.66	1.12	10.77	199.75	8.63	0.054	0.8	2.69
help the children	480	0.79	3.54	9.73	205.83	2.9	0.047	0.3	1.79
kids donate	10	0.52	5.98	5.05	41.08	6.5	0.123	1.29	2.33
holiday donation	20	0.35	0	3.92	136.03	2.7	0.029	0.69	2.23
donations for kids	50	0.92	6.68	2.51	69.38	1.39	0.036	0.55	2.78
how to help children	50	0.56	3.42	2.48	84.68	2.25	0.029	0.91	2.06
kids donations	40	0.83	2.69	2.49	158.25	0.97	0.015	0.4	2.64
help orphans	40	0.87	3.09	2.17	96	0.69	0.022	0.34	2.56
charity groups	170	0.74	4.91	1.28	162.23	1.05	0.008	0.83	1.89
help a child	110	0.81	9.83	1.01	186.12	0.45	0.005	0.45	1.92
help children in poverty	10	0.74	12.88	0.52	96.42	0.22	0.005	0.43	2.16
kids that need help	30	0.81	6.75	0.41	8.8	0.45	0.046	1.11	1.9
donate child	10	0.85	3.65	0.34	31.86	0.26	0.011	0.76	3.08
donations as gifts	50	0.9	6.46	0.24	15.3	0.08	0.016	0.35	2.99
charities for disabled children	30	0.87	3.2	0.22	30.18	0.39	0.007	1.74	2.12
help poor kids	10	0.91	2.98	0.22	37.31	0.11	0.006	0.48	2.38
orphan charity	30	0.9	5.56	0.05	19.7	0.05	0.002	1.15	2.68
fund a child	20	0.56	1.25	0	12.16	0	0	0.98	3.17
christmas gifts for kids in need	20	0.35	2.64	0	0	0			

Ad Ideas

	Idea 1	Idea 2	Idea 3	Idea 4
Headline:	\$1 helps 6 children	Share your holiday spirit	Be a Santa Claus	Toys + Play = Hope
description line 1:	Your help brings a new toy to kids	\$1 helps 6 children in need	Give toys to 150,000+ children	All kids deserve a toy for Xmas
description line 2:	in need for this holiday	Learn more now	in need this holiday season	\$1 helps 6 children in need
Display URL:	http://www.rockethub.com/projects/49705-toys-play-hope-this-holiday-season-1-helps-6-children	http://www.rockethub.com/projects/49705-toys-play-hope-this-holiday-season-1-helps-6-children	http://www.rockethub.com/projects/49705-toys-play-hope-this-holiday-season-1-helps-6-children	http://www.rockethub.com/projects/49705-toys-play-hope-this-holiday-season-1-helps-6-children

Estimation

Daily estimates

103 – 126 Clicks

\$35.00 – \$44.00 Cost

Bid and budget

\$ Bid 

Focus on clicks, manual maximum CPC bidding

\$ Daily Budget 

Campaign Settings

United States Google search

English

After you finish this campaign, you can change these settings.

Ad groups and ads

Ad group #1

\$2.00 Bid

holiday charities

non profit organizations for children

+ 21 additional keywords

Edit

\$1 Helps 6 Children  

www.rockethub.com/

Your help brings new toys to kids
in need this holiday season

Daily estimates: 30 – 36 Clicks 1,964 – 2,402 Impressions \$15.00 – \$19.00 Cost 43.48% of total spend

Ad group #2

\$2.00 Bid

holiday charities

non profit organizations for children

+ 21 additional keywords

Edit

Be Santa Claus  

www.rockethub.com

Help give toys to 150,000+
children in need this Christmas

Daily estimates: 2.6 – 3.2 Clicks 327 – 401 Impressions \$2.10 – \$2.70 Cost 6.02% of total spend

Ad group #3

\$2.00 Bid

holiday charities

non profit organizations for children

+ 21 additional keywords

Edit

Toys, Play, Hope  

www.rockethub.com

All kids deserve a holiday gift
\$1 helps 6 children in need

Daily estimates: 71 – 87 Clicks 1,306 – 1,598 Impressions \$18.00 – \$23.00 Cost 50.49% of total spend