



braintumour
foundation
OF CANADA



Ad Grants
Online Marketing Challenge
Brain Tumour Foundation of Canada
Post-Campaign Report



Client Overview

Brain Tumour Foundation of Canada

Brain Tumour Foundation of Canada is made up of a dedicated team of staff, volunteers and health care professionals, all working together for the same goal:

END BRAIN TUMOURS

Hope and support are at the core of everything they do – whether it's funding new and exciting research into brain tumour treatments, or bringing patients, survivors, and families closer together at our Brain Tumour Walk events and support groups.

Mission: To make the journey with a brain tumour one full of hope and support.

Website: <https://www.braintumour.ca/>

Cause: Health & Support

Location: 205 Horton St E, Suite 203, London, Ontario, Canada

Organization size: Currently has 20 employees, 17 of the employees are located in the London area, 2 in, Montreal, and 1 in Ottawa area. There are 100 leadership volunteers who work with staff to provide programs and services, and about 600 volunteers who help with events.

Years in business: Founded in 1982, 39th year in operation.

Services: Brain Tumour Foundation provides support resources, research funding opportunities, information resources, and specimens available for brain tumour research.



Account Breakdown: overview of 5 campaign categories



C1: Brain Tumour Awareness

29 Ad groups:

- Brain Tumour General
- Brain Tumour Types General
- Brain Tumour Signs & Symptoms
- Brain Tumour Specific Types & Categories (23 types)
- Ways to Give
- Volunteer

Who:

Searchers of Information. Also potential donors & volunteers



C2: Brain Tumour Research

5 Ad groups:

- Brain Tumour Research Funding Opportunities
- Brain Tumour Tissue Bank
- Brain Tumour Registry
- Student Funding Opportunities
- Help For Research

Students, Researchers, and scientists



C3: Brain Tumour Support Groups (general)

8 Ad groups:

- Brain Tumour Support Groups General
- Pediatric & Family Support
- Caregivers
- One-on-One Support
- Private Groups (Facebook)
- Support Tools/ Resources
- Support & Information

People Affected by Brain Tumour



C4: Brain Tumour Support Group by City (24 cities)

2 Ad groups per city

- Brain Tumour Support: nearby locations
- Virtual Support Group

Searching for Community & Support nearby



C5: Brain Tumour Walks by City (39 cities)

2 Ad groups per city

- Brain Tumour Charity Walk
- Brain Tumour Charity Run

Potential Participants

Feb 15 - Mar 14 v Mar 15-April 13 Performance

Time period	Number of Sessions	%
Feb 13 - March 14	197	50.67%
March 15- April 13	1939	81.33%

The number of sessions from March 15- April 13 has increased by **60.22%**

Feb 15-
March 14

Total Spend

\$158.92

Impressions

1,218

Clicks

182

CTR

14.94%

CONVERSIONS

82

Mar 15-
April 13

\$9,091.43

22,808

1,883

8.62%

825

There were opportunities in the Brain Tumour Foundation website for increased traffic because of the content. We have developed and expanded the account through 5 Campaigns Categories:

C1: 29 Ad Groups

C2: 5 Ad groups

C3: 7 Ad groups

C4: 2 Ad groups X 24 Cities

C5: 2 Ad groups x 39 Cities

126 Ad Groups X 3 = 338 Ads, 702,438 Keywords

Each campaign and ad group had about 30 to more than 50 relevant keywords.

The keywords were also incorporated in the ad copy which resulted in clicks.

The optimization score was monitored closely and practical recommendations were applied.

There could be more iterations of the headlines and the keyword match types could also be improved.

With the new campaigns and new ad groups, there was opportunity to track new goals on the website that made sense.

The top 3 goals were:

- general awareness
- visits to get involved page
- visits to contact us page

Google Ads Goals v. Performance

PRE-CAMPAIGN GOALS

Mar 15-April 13
PERFORMANCE

\$9091.43

Total Spend

\$4.83

Average CPC

6.5/10

Average Keyword Quality Score

Impressions

40K

22,808

We had 5 campaign categories: awareness, research, support groups general, support groups per city and Brain Tumour Walks.

The campaign that performed the best was awareness with 17,229 impressions. This hopefully provided people affected or had inquires about research or the charity walk with more information.

Clicks

2K

1,883

We almost hit our mark in the 30 day period. This also yielded quality traffic to the Brain Tumour Foundation website.

Throughout the 4 week period, the team was optimizing on the ads platform and looking at the ads and making sure that keywords matched the headlines.

CTR

5%

8.62%

The click-through rate performed better than what we expected.

Optimization and adjusting match types along with adding keywords from the search term report resulted in a higher click through rate.

Conversions:
Awareness,
Research, & Support
Groups

300

816

The number of conversions were substantially higher than what we originally targeted.

Awareness campaign performed the best with 628 conversions.

Click to pdf-3
Contact us page-11
Email/ phone call/ phone- 5
Gen awareness- 155
Get involved- 439
Interaction with virtual support-7
News letter- 3
Support group interaction- 5

BTW
Conversions

100

9

The team was hoping that there would be more conversions in this category. Only these cities converted and were actively looking for a charity walk:
Brampton
Toronto
Yellow Knife
Fredericton
AB Camrose
Quebec Montreal
Belleville

Timeline - March to April 2021

March 22 (phase 2)

Ad monitoring and optimizations

Optimization was applied in this period and experimenting what could work. Based on the performance we focused on two campaign categories: Brain Tumor Walks and Support Groups. We considered adding a campaign of Brain Tumour Walks general, targeting whole of Canada to cast a wider net instead of just per city level.

By this time we have reached a total of 173 conversions.

March 28-April 9 (phase 4)

Focus on increasing awareness

We focused on what was working well and continued to look at the search term report and adjusted things accordingly. At this point we have added 45 more keywords

We were also monitoring cities that were costing us money but didn't lead to conversions.

March 15 (phase 1)

Campaigns Go Live

Our team launched 5 Campaign Categories with 126 Ad Groups X 3= 338 Ads, 702, 438 Keywords.

The team dynamics were that we divided the campaigns to monitor and to optimize. Since there were a lot of campaigns and ad groups- 2 people worked in tandem and focused on awareness and the brain tumour walks. 1 person focused on research and support groups.

March 26-28 (phase 3)

More improvements and iterations

We improved overall optimization score and reached 99.8%. We also did A/B testing of landing pages in the "research campaign" to reduce bounce rate.

The Brain Tumour Walk general campaign was added.

At this point our team was very active and looking at the account more often than usual. We were messaging each other back and forth to see who was available to monitor and take note of the account.

April 9- 13(last stretch)

Evaluation & Post-Campaign Analysis

At this point, we only had a few days left of the campaign run. We have applied what we can and was confident that things would run smoothly and continue hitting our conversion goals.

Weekly Summary

Week 1: March 15, 2020

We launched our campaigns on Google ads. We wanted some time to observe what worked and didn't. Here is the breakdown:

5 Campaigns Categories
Campaigns Categories

C1: Awareness 29 Ad Groups

C2: Research: 5 Ad groups

C3: Support Groups General: 7 Ad groups

C4: Support Groups per city: 2 Ad groups X 24 Cities

C5: Brain Tumour Walks: 2 Ad groups x 39 Cities

Week 2: March -22-26

Applied Google optimization for "support groups" There were negative keywords in our campaign we had to unblock or remove for the ads to function. We weren't getting any conversions under that category because we transferred a negative keyword list from their existing account and was blocking the performance.

The team focused on improving these 2 campaign categories: Brain Tumour Walks & Support Groups through optimizing and using the search term report.

Week 3: March 26-28

- Increased optimization 88.8% to 99.8%
- Added BTW (general campaign)

BTW- adding responsive ad (including suggested keywords like "charity in headline" & other broader terms (based on keyword search report) Try to reduce bounce rate of research campaigns by A/B testing:

- Duplicated "student funding opportunities" ad group and replacing the landing page with a more broad one- <https://www.braintumour.ca/research/featured-projects>
- Added a new ad group: "research news"- and then A/B testing landing pages.

Week 4: March 28 - April 9 to 13

Monitored the account once in a while to make sure that everything was running smoothly. We looked at quality score of keywords and the optimization score or report.

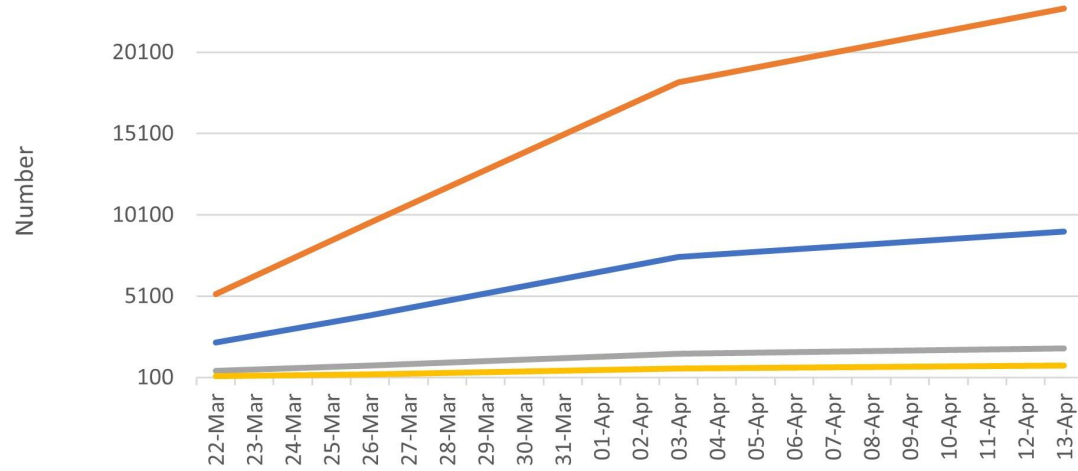
Added 45 terms from the search term report.

Monitored cities from Brain Tumour Walk campaigns that were costing money but not converting.

Progression of score or metrics over time:

- Spend
- Impressions
- Clicks
- Conversions

Trend in Campaign Metrics Mar 15 - Apr 13, 2021



	22-Mar	26-Mar	03-Apr	13-Apr
Spend	2262	3925	7520	9091
Impressions	5222	9628	18247	22808
Clicks	505	845	1550	1883
Conversions	173	294	658	825

Date Range

— Spend — Impressions — Clicks — Conversions

Learning Component & Future Recommendations



Clients/ Brain Tumour Foundation Account

- Review and understand your client's website and their objectives. This will help in categorizing keywords that will match with ads. It will also determine the right landing pages for specific ads.
- Know your clients main objectives so that you can track the proper goals and metrics that will lead to conversions.



Team Dynamics

- Have clear communication and delegate tasks accordingly. Make sure to respect each other's agreements and not wait until the last minute for submission.
- Each member of the team will have different time schedules so it would be good to respect each other's timelines.
- Double check each other's work. Google Ads is a technical and digital platform. Sometimes when you think you've applied something, it might not have gone through like adding ad groups or optimization.



Learnings

- Be open to this experiential learning.
- Being organized helps a lot on being on top of an account like Brain Tumour Foundation, but be open to changes and experiment. We thought that Brain Tumour Walks would perform well because we had 39 campaigns per city and a lot of keywords but it did not. So what we did was trying to cast a wider net by having one campaign that was nationwide.
- Think of solutions on how to approach each dip or problem and monitor ad spending.

Thank you!