



# Google Ad Grants: Optimizing for 2021

TODAY'S PRESENTERS

# ANNE DAVIS & CHRIS EARP



**ANNE DAVIS**

Senior Advertising Specialist



**CHRIS EARP**

Director of Advertising

Google Ad Grants



Beaconfire RED

Beaconfire RED works exclusively with nonprofits, associations and social enterprises to transform and grow their brands to have greater impact.

# THE BASICS

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# PAID SEARCH vs. AD GRANT

- Paid SEM ads **always out-compete Grant ads.**
- Paid SEM **has different features, targeting options, and bidding rules.**
- Optimizing a Grant is **different from optimizing a paid search account.**
- **They work best together.**
- Google Grants is great for promoting new content and capturing traffic from high search-volume search terms, while Paid is best for more competitive terms and fundraising.



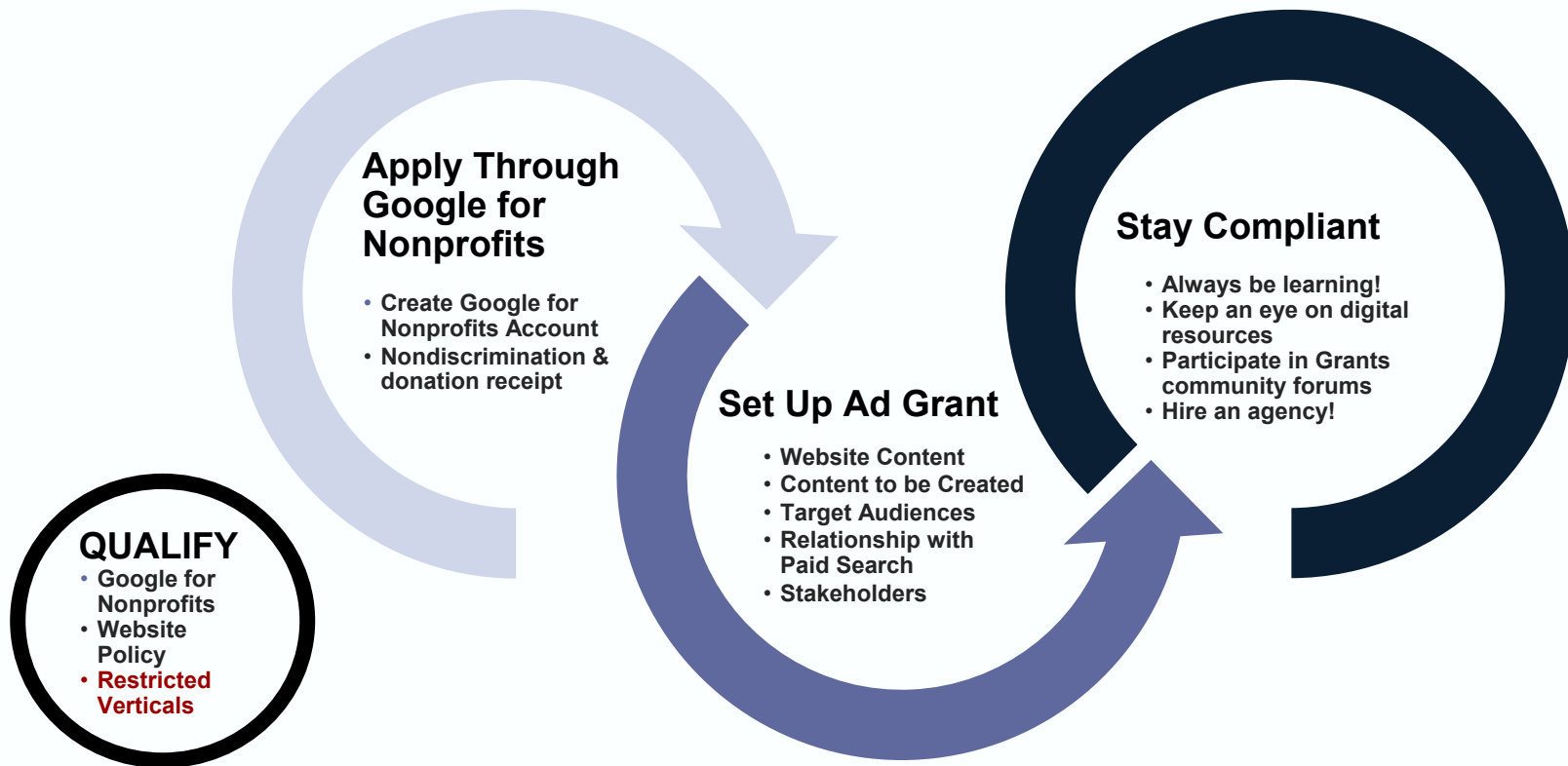
# AD GRANTS REQUIRE UNIQUE OPTIMIZATION STRATEGIES

CONCEPTS UNIQUE TO AN AD GRANT

## DELIVERY, TESTING, COMPLIANCE

- **Keyword research & testing into campaign builds** are important: is there enough actionable search volume to build around?
- **Starting broad & narrowing** can be a good way to find out what you don't know. Make sure keywords are relevant, then tighten up targeting using negative keywords and the Search Terms report.
- **Stay compliant**, and be enthusiastic about it. There's a reason that Google wants us to use certain features and abandon deprecated best practices.

# DON'T HAVE A GRANT?

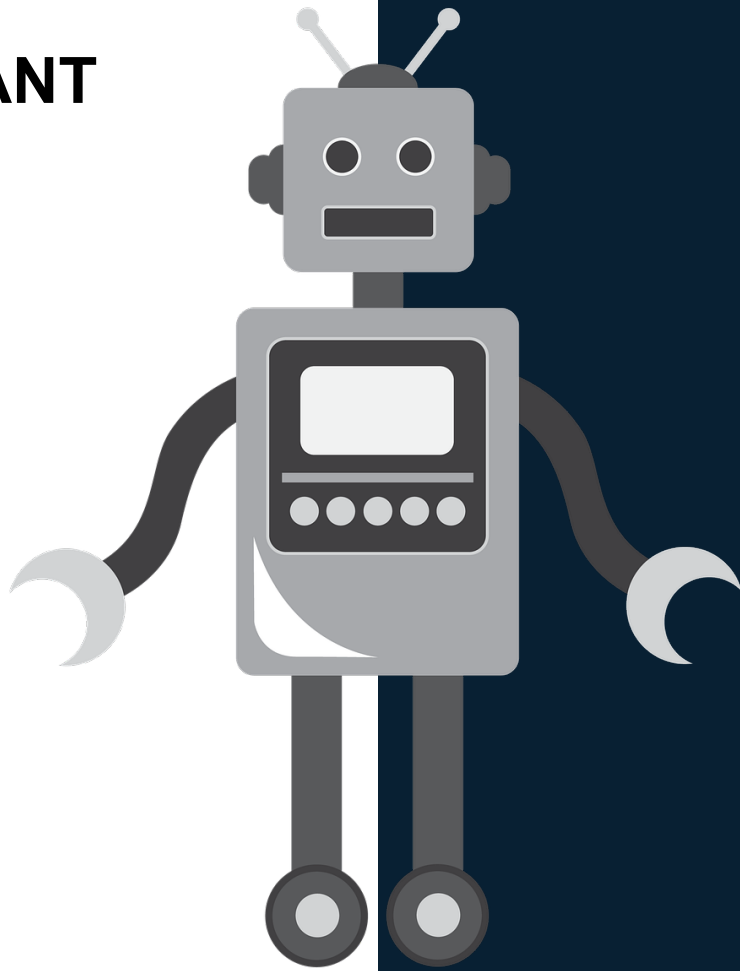


COMPLIANCE

# TIPS TO STAY COMPLIANT

100%

- Campaign Structure Requirements
- Geotargeting
- Keyword Targeting
- Automated Bidding
- Conversion Tracking
- 5% Minimum CTR
- 30 Days to Turn it Around
- Rules & Automation



# **WHAT WE LEARNED IN 2020**

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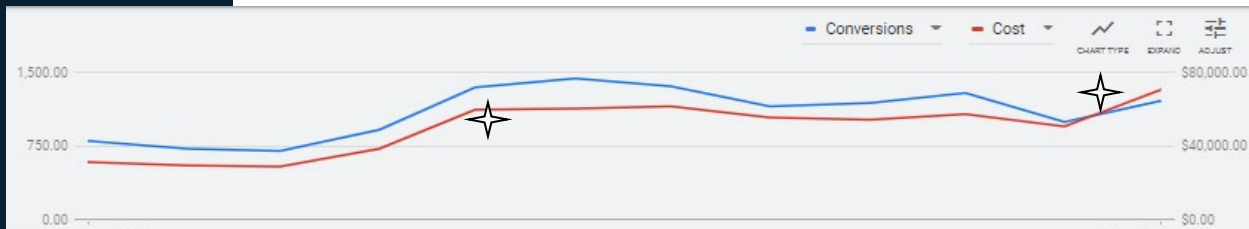
# SUDDEN CHANGES IN DELIVERY POTENTIAL

9

IMPACTS IN 2020

## COVID-19, RACIAL JUSTICE, & MORE

- If you're not maximizing spend now, you sure won't maximize it with a budget increase.
- Is your organization relevant to a current crisis?
- The Machine "Learning" Phase
- Conversion Capture on New Content
- Ad Formats



# ADVANCED FEATURES

- Use Audience Targeting on Top of Search
- Deeper Integration with Google Analytics
- Ad Extensions to Address Gaps in Deliverability
- Attribution Window & Settings
- Responsive Search Ads



Google Analytics (UA)

Gain insight into the actions people take on your website after an ad click or impression. Import site engagement metrics, track Universal Analytics (UA) goals and transactions as conversions, and import UA remarketing audiences.

[DETAILS](#)

# IDENTITY VERIFICATION

- W9/Tax ID Information (EIN/TIN)
- Web Form
- Typically Instantaneous
- Internal Stakeholders



Ad · [act.audubon.org/donations](https://act.audubon.org/donations) ▼

[Audubon.org - National](#)

Your donation will help create a h  
birds and the places they need, to  
One-Time Donations, Monthly Do

Why this ad?

About the advertiser

[Donate Today](#)

ational **Audubon** Society protects  
Protect Birds. Tax Deductible. Types:

# OPTIMIZING FOR 2021

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# — THESE ITEMS ARE ESSENTIAL

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MUST-HAVES IN 2021

## A STRONG FOUNDATION

- A fully compliant Ad Grant account.
- An internal stakeholder and content accountability.
- A working measurement framework that accurately captures the value of Ad Grant traffic.
- Coordination with other advertising and communications campaigns for brand consistency.
- Data-driven GOALS!

# GOALS

14

MUST-HAVES IN 2021

## THE AD GRANT & YOUR PROGRAM

- Which specific goals is the Grant driving?
- What's the overall quality of Grant traffic compared to Web traffic?
- What level of tracking is layered over Grant-acquired leads/donors?
- Is the Grant part of your content calendar?

# — GETTING MORE FROM A GRANT.

15

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NICE-TO-HAVES IN 2021

## FEATURES TO TEST INTO

- **Make sure you're using automated bidding wherever you can, as long as it makes sense. Consider Maximize Conversions or Target CPA.**
- **Build responsive ads in every ad group.**
- **Integrate more deeply with Google Analytics.**
- **Create automated rules.**
- **Create negative keyword lists to improve traffic quality.**

# — TRULY MAXIMIZING AN AD GRANT IN 2021

16

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ADVANCED TACTICS IN 2021

## GOLD STAR MATERIAL

- **Ensure that even if your Grant can't deliver tentpole campaign information, you're creating Sitelink Extensions along with paid ads.**
- **Tag Grants traffic with the appropriate source codes to understand LTV of people who join the file through Ad Grants.**
- **Always apply copy learnings back and forth between paid search and the Grant.**
- **Regularly reconcile Grants keywords against Search Console & Google Analytics data**
- **Regularly monitor Google's automated suggestions.**