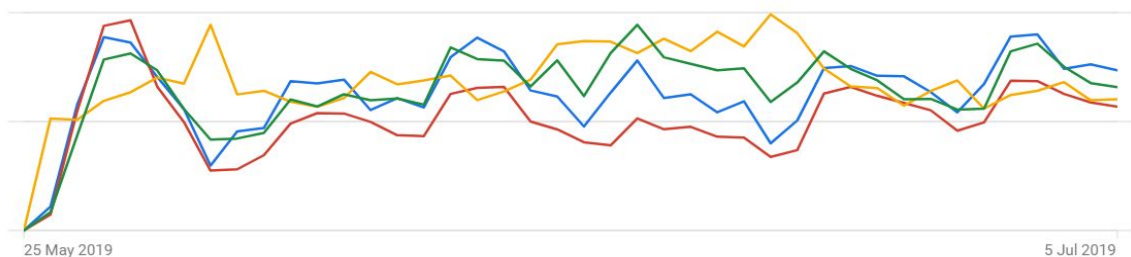


Campaign overview:

We have collaborated with the non-profit organization API Onlus Cistite.info, which manages the website <http://www.cistite.info> and the related forum. Their goal is to inform users about the pathologies of the urogenital system, refer them to specialized medical personnel and recommend natural remedies such as D-mannose. The main objective agreed with the non-profit organization was to increase visits to the website from which all the services provided by the association are provided. Secondly, attempts were made to increase affiliations and collect 5x1000 donations. To achieve these goals, three campaigns have been created, "Awareness", "Donations" and "Forum", launched on 25/05 and monitored until 5/07; Initially the 3 campaigns had a total of 7 ad groups with 139 keywords created. The Awareness campaign, whose daily budget was \$ 131, aimed to increase site traffic by bringing users the information they were looking for (cystitis, d-mannose, sexually transmitted diseases) and to collect affiliations. The Forum campaign, whose daily budget was \$ 99, was intended to increase the use of the forum, a fundamental part of the website. The "Donations" campaign, whose daily budget was \$ 99, aimed to collect affiliates, free donations and 5x1000. Only donations could be tracked via paypal payments. It was not possible to track the 5x1000 donations for the non-profit organization because they were accounted for the following year or those via IBAN, due to the ways in which the verse is performed (outside the site <http://www.cistite.info> and via bank account).

| Campagna | Ad group | Ad group2 | Ad group3 | Ad group4 |
|-----------|----------|--------------------|-----------------|-------------------|
| Awareness | Cistite | D-mannosio | Forum | Malattie sessuali |
| Forum | 5x1000 | Affiliazione onlus | Donazione onlus | |
| Donazioni | Forum | | | |

The campaigns generated a total of 10,600 clicks, 5,900 impressions and recorded an average CTR of 18.15%. The average CPC was \$ 0.18.



In the previous period (23/03 - 03/05), other campaigns have been active that have generated a total of 16100 clicks, 113,000 impressions, and a CTR of 14.16%. The average CPC was \$ 0.14.



In the period 23/03 - 03/05 there was a number of users equal to 61278, of which 55133 were new, with an average duration per session of 03:38. During the period 25/05 - 05/07 (period of our competence) we registered 71729 users, of which 65950 were new, with an average duration per session equal to 03:08.



Below are the final results concerning the secondary objective of collecting donations, affiliates and spreading the therapies proposed by the association against cystitis.

| Download schemi cura della cistite | Conversion Rate | Number Conversion | Affiliazione Associazione | Conversion Rate | Number Conversion |
|------------------------------------|-----------------|-------------------|---------------------------|-----------------|-------------------|
| Awareness | 0.4% | 47 | Awareness | 0.05% | 6 |
| Forum | 0.2% | 2 | Forum | 0.00% | 0 |
| Donazioni | 2.7% | 5 | Donazioni | 0.00% | 0 |

| Sottoscrizione forum | Conversion Rate | Number Conversion | Sottoscrizione form associativo | Conversion Rate | Number Conversion |
|----------------------|-----------------|-------------------|---------------------------------|-----------------|-------------------|
| Awareness | 0.00% | 0 | Awareness | 0.06% | 6 |
| Forum | 0.55% | 4 | Forum | 0.14% | 1 |
| Donazioni | 0.00% | 0 | Donazioni | 1.12% | 2 |

The following is the total number of conversions per objective obtained through ads with a 44-day Look-back Window.

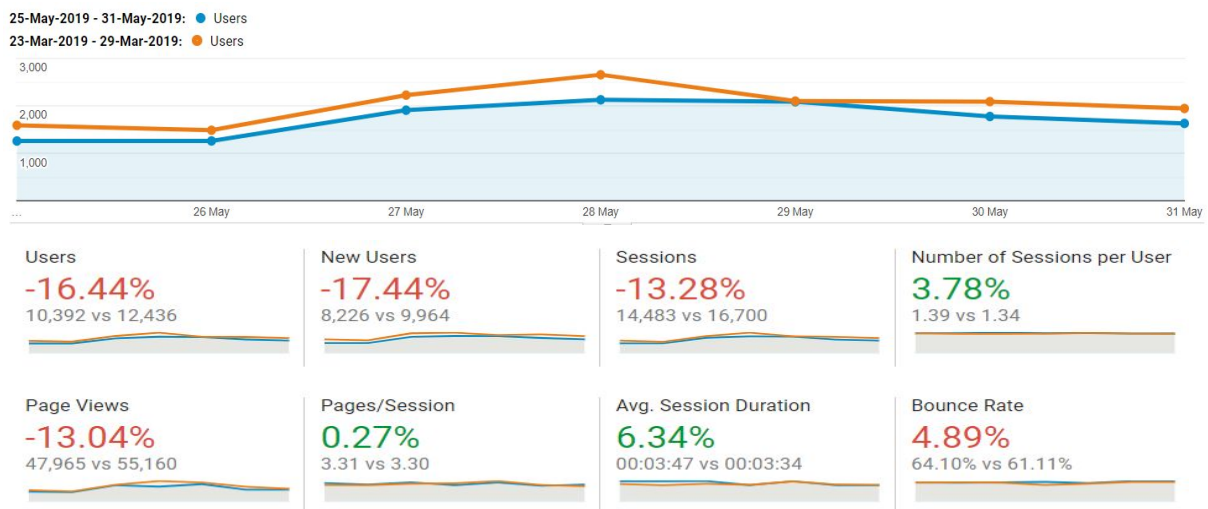
| Goal | Number Conversion |
|------------------------------------|-------------------|
| Download schemi cura della cistite | 73 |
| Affiliazione Associazione | 6 |
| Sottoscrizione forum | 23 |
| Sottoscrizione form associativo | 14 |

Campaign analysis

The campaigns remained active for six weeks, from 25 May to 5 July. Each week of the first period has been compared with the relative of the period March 23rd and May 3rd. The structure of the campaigns and ad groups of which they are composed is reported below.

Week 1 - Global analysis:

The first week, with the Maximise clicks (Awareness and Forum campaigns) and Maximise conversions (Donations campaign) model, was used to launch automatic cost models. It is therefore physiological the initial loss of users and sessions compared to a period in which well-established campaigns were active.



Week 1 - Campaigns overview:

Although the bounce rate of the Forum campaign was alarming, we decided to give it a further week to evaluate its effective effectiveness as a trained model.

| Campaign / Campaign ID ? | Acquisition | | | | | Behaviour | |
|----------------------------|---|---|---|---|--|--|---|
| | Clicks ? ↓ | Cost ? | CPC ? | Users ? | Sessions ? | Bounce Rate ? | Pages/Session ? |
| | 1,480 % of Total: 100.00% (1,480) | €213.61 % of Total: 100.00% (€213.61) | €0.14 Avg for View: €0.14 (0.00%) | 1,206 % of Total: 11.61% (10,392) | 1,434 % of Total: 9.90% (14,483) | 71.83% Avg for View: 64.10% (12.06%) | 2.11 Avg for View: 3.31 (-36.18%) |
| 1. Awareness 1927550838 | 701 (47.36%) | €92.44 (43.27%) | €0.13 | 583 (46.42%) | 688 (47.98%) | 60.17% | 2.34 |
| 2. Forum 1927303907 | 699 (47.23%) | €103.22 (48.32%) | €0.15 | 592 (47.13%) | 653 (45.54%) | 85.15% | 1.60 |
| 3. Donazioni 1931109568 | 80 (5.41%) | €17.95 (8.40%) | €0.22 | 65 (5.18%) | 72 (5.02%) | 69.44% | 3.75 |

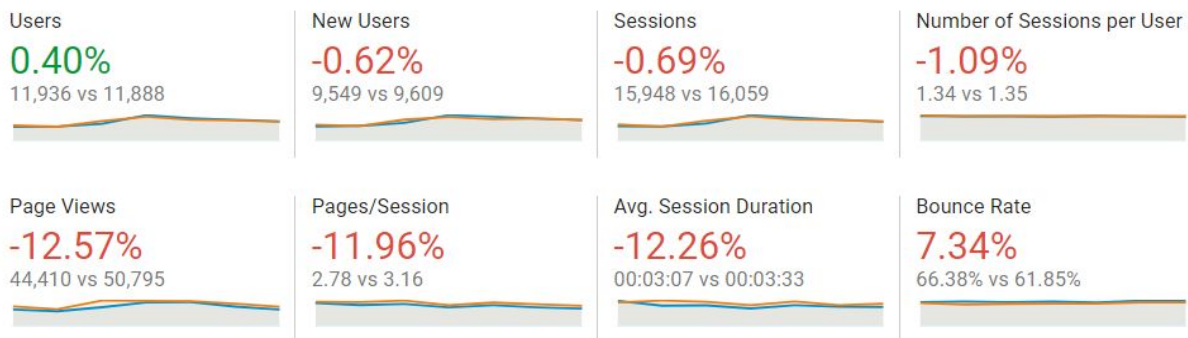
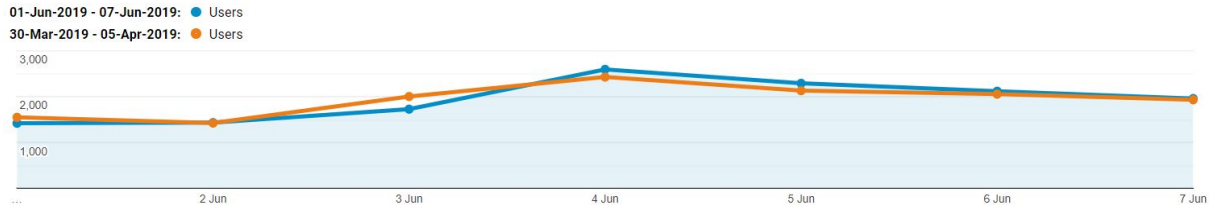
As far as conversions are concerned, the first downloads of the care schemes advertised via ads are recorded and the first subscriptions to the forum procured largely by the Forum campaign.

| Download schemi cura della cistite | Conversion Rate | Number Conversion |
|---|------------------------|--------------------------|
| Awareness | 0.58% | 4 |
| Forum | 0.31% | 2 |
| Donazioni | 2.78% | 2 |

| Sottoscrizione forum | Conversion Rate | Number Conversion |
|-----------------------------|------------------------|--------------------------|
| Awareness | 0.15% | 1 |
| Forum | 0.61% | 4 |
| Donazioni | 0.00% | 0 |

Week 2 - Global analysis

The curve shows how the performances of the two periods have become very similar. The metrics confirm that the differences between the two periods are shortening. Positive 0.4% more users on the site, as our main objective is to attract the largest number on the website of the association. However, the graph relating to the general trend of our campaigns over time shows that this week was the worst of the entire period.



Week 2 - Campaigns overview:

The most worrying figure was the high bounce rate of the Forum campaign and its few clicks. We decided to turn the campaign into an ad group inserted in the Awareness campaign. This allowed us to channel the budget of the first into the second (Awareness therefore rises to a \$ 230 daily budget), which was performing much better.

| Campaign / Campaign ID ? | Acquisition | | | | Behaviour | | |
|----------------------------|---------------------------|-------------------------------|---------------------------|---------------------------|---------------------------|------------------------------|--------------------------|
| | Clicks ? ↓ | Cost ? | CPC ? | Users ? | Sessions ? | Bounce Rate ? | Pages/Session ? |
| | 3.45% ↑ 1,531 vs 1,480 | 7.20% ↑ €228.98 vs €213.61 | 3.63% ↑ €0.15 vs €0.14 | 4.23% ↑ 1,257 vs 1,206 | 7.95% ↑ 1,548 vs 1,434 | 15.01% ↓ 61.05% vs 71.83% | 14.06% ↑ 2.41 vs 2.11 |
| 1. Awareness 1927550838 | | | | | | | |
| 01-Jun-2019 - 07-Jun-2019 | 1,416 (92.49%) | €205.36 (89.68%) | €0.15 | 1,169 (91.97%) | 1,418 (91.60%) | 60.72% | 2.24 |
| 25-May-2019 - 31-May-2019 | 701 (47.36%) | €92.44 (43.27%) | €0.13 | 583 (46.42%) | 688 (47.98%) | 60.17% | 2.34 |
| % Change | 102.00% | 122.16% | 9.98% | 100.51% | 106.10% | 0.91% | -4.41% |
| 2. Forum 1927303907 | | | | | | | |
| 01-Jun-2019 - 07-Jun-2019 | 65 (4.25%) | €10.35 (4.52%) | €0.16 | 65 (5.11%) | 71 (4.59%) | 76.06% | 2.51 |
| 25-May-2019 - 31-May-2019 | 699 (47.23%) | €103.22 (48.32%) | €0.15 | 592 (47.13%) | 653 (45.54%) | 85.15% | 1.60 |
| % Change | -90.70% | -89.97% | 7.87% | -89.02% | -89.13% | -10.67% | 56.36% |
| 3. Donazioni 1931109568 | | | | | | | |
| 01-Jun-2019 - 07-Jun-2019 | 50 (3.27%) | €13.27 (5.79%) | €0.27 | 31 (2.44%) | 52 (3.36%) | 50.00% | 6.94 |
| 25-May-2019 - 31-May-2019 | 80 (5.41%) | €17.95 (8.40%) | €0.22 | 65 (5.18%) | 72 (5.02%) | 69.44% | 3.75 |
| % Change | -37.50% | -26.07% | 18.28% | -52.31% | -27.78% | -28.00% | 85.13% |

The keywords have been changed, especially those related to the new ad group Forum. The Ads keyword planner was used and the queries that triggered our ads were monitored. Numerous negative keywords have been added to prevent ads from being shown to users who were looking for information on drugs or particular types of tests with little thematic relevance to the site (antibiotics, HIV tests, etc.). Responsive search ads that were not performing as hoped were suspended. Since the daily budget was largely not spent, bidders for desktop (+ 20%) and mobile (+ 30%) were increased. Finally, the CPC cost model was applied to the Donazioni campaign in place of the previous CPA. The decision was also motivated by the impossibility of tracing all types of possible donations, which prevented the model from optimizing itself adequately. The state of conversions confirms the bad trend of the week.

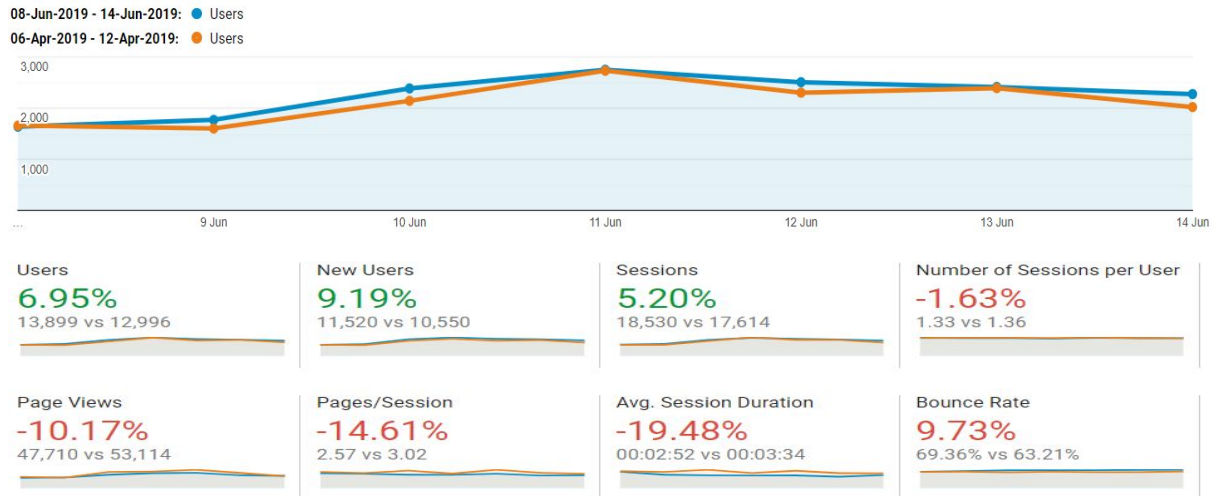
| Download schemi cura della cistite | Conversion Rate | Number Conversion |
|---|------------------------|--------------------------|
| Awareness | 0.56% | 8 |
| Forum | 0.00% | 0 |
| Donazioni | 1.92% | 1 |

| Sottoscrizione forum | Conversion Rate | Number Conversion |
|-----------------------------|------------------------|--------------------------|
| Awareness | 0.07% | 1 |
| Forum | 0.00% | 0 |
| Donazioni | 0.00% | 0 |

Week 3 - Global analysis:



The general trend of the third week was influenced by the numerous changes made at the end of the previous week. In any case, the number of users registered on the site compared to the period 06 April / 12 April was higher.

The most worrying figure was the high global bounce rate probably influenced by the increasing bounce rate of the Awareness campaign which had been heavily modified.



Week 3 - Campaigns overview:

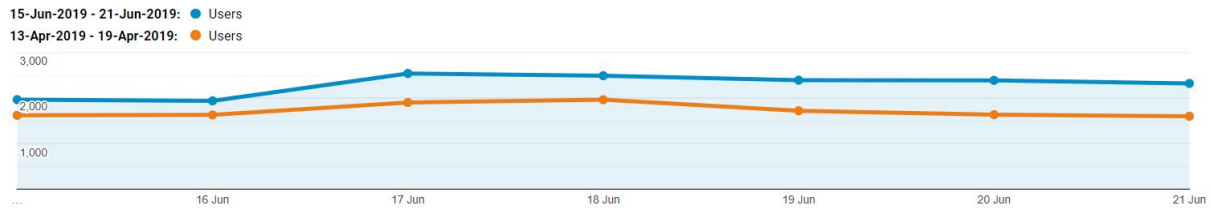
While the Awareness campaign greatly increases the number of clicks and users brought to the website, the Donations campaign records a sharp decrease in clicks in favor of an excellent increase in pages per session and an equally excellent decrease in the bounce rate. The number of pages visited by a user before making a donation can be viewed in an absolutely positive perspective. It is expected that the user will collect information on the association to make sure of its activities before making a donation.

| Campaign / Campaign ID [?] | Acquisition | | | | | Behaviour | |
|--|---|--|---|---|---|---|--|
| | Clicks [?] ↓ | Cost [?] | CPC [?] | Users [?] | Sessions [?] | Bounce Rate [?] | Pages/Session [?] |
| | 28.87% ▲ 1,973 vs 1,531 | 35.84% ▲ €311.06 vs €228.98 | 5.41% ▲ €0.16 vs €0.15 | 25.62% ▲ 1,579 vs 1,257 | 27.07% ▲ 1,967 vs 1,548 | 5.26% ▲ 64.26% vs 61.05% | 7.47% ▲ 2.23 vs 2.41 |
| 1. Awareness 1927550838  | | | | | | | |
| 08-Jun-2019 - 14-Jun-2019 | 1,963 (99.49%) | €309.32 (99.44%) | €0.16 | 1,561 (98.67%) | 1,938 (98.53%) | 64.40% | 2.18 |
| 01-Jun-2019 - 07-Jun-2019 | 1,416 (92.49%) | €205.36 (89.68%) | €0.15 | 1,169 (91.97%) | 1,418 (91.60%) | 60.72% | 2.24 |
| % Change | 38.63% | 50.62% | 8.65% | 33.53% | 36.67% | 6.06% | -2.81% |
| 2. Donazioni 1931109568  | | | | | | | |
| 08-Jun-2019 - 14-Jun-2019 | 10 (0.51%) | €1.74 (0.56%) | €0.17 | 10 (0.63%) | 16 (0.81%) | 43.75% | 8.06 |
| 01-Jun-2019 - 07-Jun-2019 | 50 (3.27%) | €13.27 (5.79%) | €0.27 | 31 (2.44%) | 52 (3.36%) | 50.00% | 6.94 |
| % Change | -80.00% | -86.89% | -34.44% | -67.74% | -69.23% | -12.50% | 16.14% |

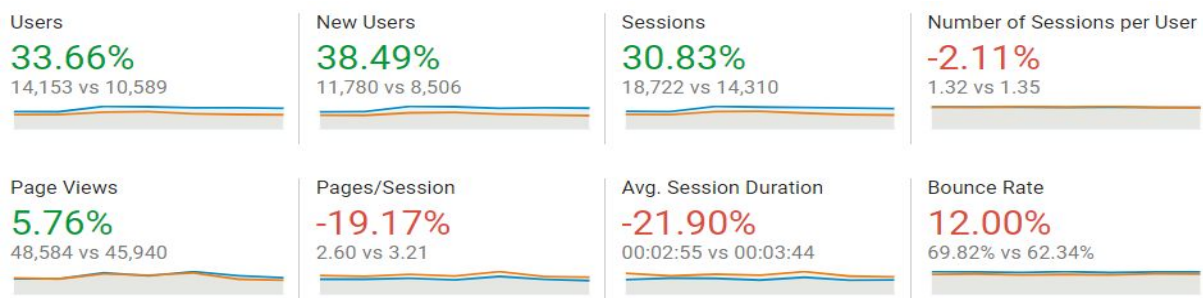
| Download schemi cura della cistite | Conversion Rate | Number Conversion |
|------------------------------------|-----------------|-------------------|
| Awareness | 0.46% | 9 |
| Donazioni | 0.00% | 0 |

Week 4 - Global analysis:

Although the campaigns have started to work very well again, the number of conversions remains low and they are recorded only in one of the four goals monitored.





A plus of 33.66% of users and 38.49% of new users and an increase of 5.76% of page views largely compensate for a fairly high global bounce rate.



Week 4 - Campaigns overview:

Of crucial importance has become the bounce rate of the Awareness campaign and to achieve the goal numerous keywords and the textual content of the ads related to the ad group Forum have been modified. We hypothesized that users only partially read the text of the announcements related to the forum and that in searching for an informative site they found themselves instead in a discussion forum from which they immediately came out. For this reason the text of the announcements has been modified to make it clearer, specifying that the announcements were related to a forum. Generic keywords like "cystitis" or "candida" have been eliminated, keeping them exclusively for ads related to the informative site. A sitelink has been introduced for all the announcements of the ad group towards the website, so that the user in search of information still had the possibility to reach the site of the association. In this way the scope of triggers for the ad group Forum has been firmly circumscribed.

| Campaign / Campaign ID ? | Acquisition | | | | | Behaviour | |
|--|----------------------------|----------------------------------|----------------------------|----------------------------|----------------------------|--------------------------------|-------------------------|
| | Clicks ? ↓ | Cost ? | CPC ? | Users ? | Sessions ? | Bounce Rate ? | Pages/Session ? |
| | 13.68% ↓ 1,703 vs 1,973 | 8.78% ↑ €338.36 vs €311.06 | 26.02% ↑ €0.20 vs €0.16 | 13.81% ↓ 1,361 vs 1,579 | 17.13% ↓ 1,630 vs 1,967 | 1.87% ↑ 65.46% vs 64.26% | 7.79% ↓ 2.06 vs 2.23 |
| 1. Awareness 1927550838  | | | | | | | |
| 15-Jun-2019 - 21-Jun-2019 | 1,693 (99.41%) | €337.45 (99.73%) | €0.20 | 1,346 (98.75%) | 1,607 (98.59%) | 65.71% | 2.03 |
| 08-Jun-2019 - 14-Jun-2019 | 1,963 (99.49%) | €309.32 (99.44%) | €0.16 | 1,561 (98.67%) | 1,938 (98.53%) | 64.40% | 2.18 |
| % Change | -13.75% | 9.10% | 26.49% | -13.77% | -17.08% | 2.04% | -6.66% |
| 2. Donazioni 1931109568  | | | | | | | |
| 15-Jun-2019 - 21-Jun-2019 | 10 (0.59%) | €0.91 (0.27%) | €0.09 | 10 (0.73%) | 12 (0.74%) | 33.33% | 5.00 |
| 08-Jun-2019 - 14-Jun-2019 | 10 (0.51%) | €1.74 (0.56%) | €0.17 | 10 (0.63%) | 16 (0.81%) | 43.75% | 8.06 |
| % Change | 0.00% | -47.65% | -47.65% | 0.00% | -25.00% | -23.81% | -37.98% |

As far as conversions are concerned, during the week they were recorded in all four goals monitored, in particular some affiliations and some subscriptions to the associative form. It should be noted that although only one conversion has been achieved through the Donation campaign so far in the context of fundraising and affiliates, this has been achieved after changing the CPA to CPC cost model. one third of the possible donation types were traceable.

| Download schemi cura della cistite | Conversion Rate | Number Conversion |
|------------------------------------|-----------------|-------------------|
| Awareness | 0.31% | 5 |
| Donazioni | 0.00% | 0 |

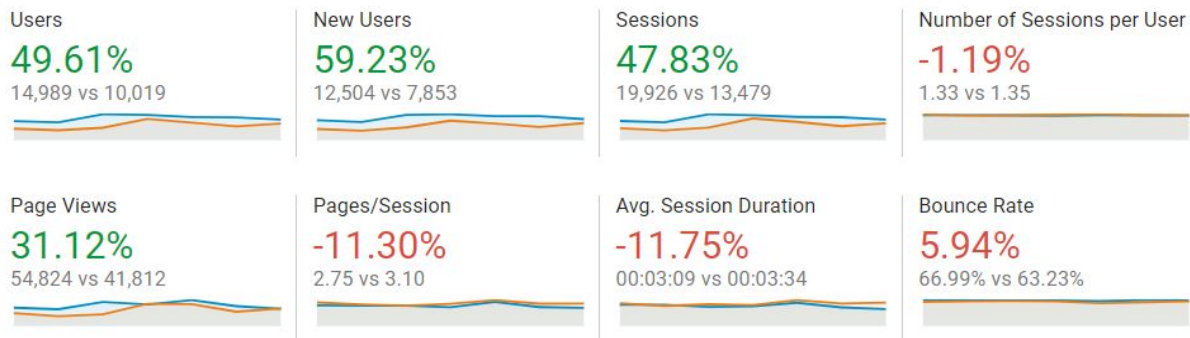
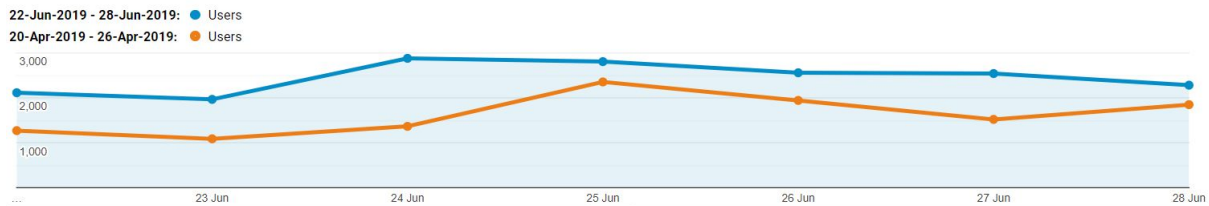
| Sottoscrizione forum | Conversion Rate | Number Conversion |
|----------------------|-----------------|-------------------|
| Awareness | 0.12% | 2 |
| Donazioni | 0.00% | 0 |

| Affiliazione Associazione | Conversion Rate | Number Conversion |
|---------------------------|-----------------|-------------------|
| Awareness | 0.10% | 2 |
| Donazioni | 0.00% | 0 |

| Sottoscrizione form associativo | Conversion Rate | Number Conversion |
|---------------------------------|-----------------|-------------------|
| Awareness | 0.06% | 1 |
| Donazioni | 8.33% | 1 |

Week 5 - Global analysis:

The graph shows that the number of users on the site has increased significantly compared to the comparison period. An impressive increase in all the relevant metrics for the Awareness campaign goal and a halving of the bounce rate compared to the previous week confirm that the changes made over time were correct and effective.



Week 5 - Campaign overview:

The week records a net improvement in the Awareness campaign, including a sharp decrease in the campaign's bounce rate. The presence in terms of clicks of the Donations campaign remains minimal. For this reason the bid for mobile and desktop has been increased in an attempt to recover impressions and clicks. We do not believe that the ads were not very attractive to the user for the text or neglected in the keywords, but rather that the searches to make donations are extremely rare and the type of ads (text ad for search network) that we were obliged to use are not very suitable. Probably a campaign carried out on social networks would have had better success because of the greater visibility and the greater number of reachable users. However, some changes have been made to the keywords of the Campaign in order to increase the number of possible triggers without creating conflict with the Awareness campaign.

| Campaign / Campaign ID | Acquisition | | | | | Behaviour | |
|----------------------------|--|--|---|---|---|--|---|
| | Clicks | Cost | CPC | Users | Sessions | Bounce Rate | Pages/Session |
| | 4.70% ▲ 1,783 vs 1,703 | 14.04% ▼ €290.87 vs €338.36 | 17.89% ▼ €0.16 vs €0.20 | 13.45% ▲ 1,544 vs 1,361 | 11.10% ▲ 1,811 vs 1,630 | 22.90% ▼ 50.47% vs 65.46% | 28.71% ▲ 2.65 vs 2.06 |
| 1. Awareness 1927550838 | | | | | | | |
| 22-Jun-2019 - 28-Jun-2019 | 1,778 (99.72%) | €287.61 (98.88%) | €0.16 | 1,531 (99.03%) | 1,786 (98.62%) | 50.34% | 2.64 |
| 15-Jun-2019 - 21-Jun-2019 | 1,693 (99.41%) | €337.45 (99.73%) | €0.20 | 1,346 (98.75%) | 1,607 (98.59%) | 65.71% | 2.03 |
| % Change | 5.02% | -14.77% | -18.85% | 13.74% | 11.14% | -23.40% | 29.85% |
| 2. Donazioni 1931109568 | | | | | | | |
| 22-Jun-2019 - 28-Jun-2019 | 5 (0.28%) | €3.26 (1.12%) | €0.65 | 4 (0.26%) | 5 (0.28%) | 20.00% | 5.00 |
| 15-Jun-2019 - 21-Jun-2019 | 10 (0.59%) | €0.91 (0.27%) | €0.09 | 10 (0.73%) | 12 (0.74%) | 33.33% | 5.00 |

As for conversions, during the week they were recorded in all four goals monitored and almost twice as many as in the previous week.

| Download schemi cura della cistite | Conversion Rate | Number Conversion |
|------------------------------------|-----------------|-------------------|
| Awareness | 0.56% | 10 |
| Donazioni | 0.00% | 0 |

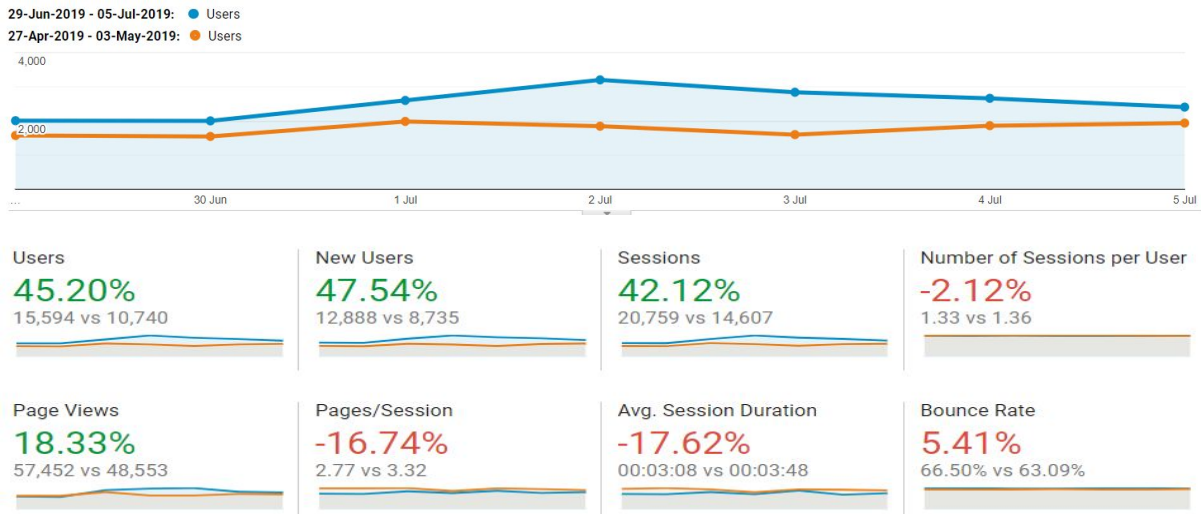
| Sottoscrizione forum | Conversion Rate | Number Conversion |
|----------------------|-----------------|-------------------|
| Awareness | 0.17% | 3 |
| Donazioni | 0.00% | 0 |

| Affiliazione Associazione | Conversion Rate | Number Conversion |
|---------------------------|-----------------|-------------------|
| Awareness | 0.11% | 2 |
| Donazioni | 0.00% | 0 |

| Sottoscrizione form associativo | Conversion Rate | Number Conversion |
|---------------------------------|-----------------|-------------------|
| Awareness | 0.17% | 3 |
| Donazioni | 0.00% | 0 |

Week 6 - Global analysis:

The strong positive trend continues for users, new users and sessions compared to the previous period. The bounce rate remains stable and low.



Week 6 - Campaign overview:

It was a week of further improvements on all campaign metrics. Strong increase in clicks, decrease in terms of cost and slight decrease of an absolutely optimal bounce rate compared to the site average (66.50%). In particular, they increase clicks, sessions and pages per session of the Donations campaign.

| Campaign / Campaign ID | Acquisition | | | | | Behaviour | |
|----------------------------|----------------------------|-------------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|-------------------------|
| | Clicks | Cost | CPC | Users | Sessions | Bounce Rate | Pages/Session |
| | 17.67% ↑ 2,098 vs 1,783 | 3.95% ↑ €302.36 vs €290.87 | 11.66% ↓ €0.14 vs €0.16 | 14.70% ↑ 1,771 vs 1,544 | 16.95% ↑ 2,118 vs 1,811 | 0.84% ↓ 50.05% vs 50.47% | 5.85% ↑ 2.80 vs 2.65 |
| 1. Awareness 1927550838 | | | | | | | |
| 29-Jun-2019 - 05-Jul-2019 | 2,081 (99.19%) | €299.93 (99.20%) | €0.14 | 1,755 (98.93%) | 2,085 (98.44%) | 50.22% | 2.74 |
| 22-Jun-2019 - 28-Jun-2019 | 1,778 (99.72%) | €287.61 (98.88%) | €0.16 | 1,531 (99.03%) | 1,786 (98.62%) | 50.34% | 2.64 |
| % Change | 17.04% | 4.29% | -10.90% | 14.63% | 16.74% | -0.24% | 3.96% |
| 2. Donazioni 1931109568 | | | | | | | |
| 29-Jun-2019 - 05-Jul-2019 | 17 (0.81%) | €2.43 (0.80%) | €0.14 | 10 (0.56%) | 22 (1.04%) | 31.82% | 8.00 |
| 22-Jun-2019 - 28-Jun-2019 | 5 (0.28%) | €3.26 (1.12%) | €0.65 | 4 (0.26%) | 5 (0.28%) | 20.00% | 5.00 |
| % Change | 240.00% | -25.60% | -78.12% | 150.00% | 340.00% | 59.09% | 60.00% |

As for conversions, during the last week they were recorded in all four goals monitored and in greater numbers than in the previous week.

| Download schemi cura della cistite | Conversion Rate | Number Conversion | Affiliazione Associazione | Conversion Rate | Number Conversion |
|------------------------------------|-----------------|-------------------|---------------------------|-----------------|-------------------|
| Awareness | 0.53% | 11 | Awareness | 0.10% | 2 |
| Donazioni | 9.09% | 2 | Donazioni | 0.00% | 0 |

| Sottoscrizione forum | Conversion Rate | Number Conversion |
|----------------------|-----------------|-------------------|
| Awareness | 0.12% | 5 |
| Donazioni | 4.55% | 1 |

Best Keywords and ads

For the sake of completeness, the ads and the keywords that performed best for the two campaigns that are still active are reported.

Keywords and ad Awareness campaign

| Search keyword | Search keyword match type | Campaign | Ad group | Clicks | Impressions | CTR | Avg. CPC | Cost | Conversions | Conv. rate |
|-----------------|---------------------------|-----------|------------|--------|-------------|--------|----------|--------|-------------|------------|
| cistite | Broad | Awareness | Cistite | 2678 | 12,418 | 21.57% | 0.15 | 399.09 | 7.00 | 0.26% |
| cistite rimedi | Broad | Awareness | Cistite | 1231 | 5,623 | 21.89% | 0.18 | 219.57 | 4.00 | 0.32% |
| cistite cura | Broad | Awareness | Cistite | 1159 | 5,273 | 21.98% | 0.17 | 195.63 | 3.00 | 0.26% |
| cause cistite | Broad | Awareness | Cistite | 983 | 4,356 | 22.57% | 0.19 | 189.43 | 0.00 | 0.00% |
| d-mannosio | Broad | Awareness | D-mannosio | 492 | 3,938 | 12.49% | 0.16 | 79.86 | 0.00 | 0.00% |
| cistite sintomi | Broad | Awareness | Cistite | 427 | 1,929 | 22.14% | 0.28 | 121.69 | 0.00 | 0.00% |

Keywords Donations campaign

| Search keyword | Search keyword status | Campaign | Ad group | Clicks | Impressions | CTR | Avg. CPC | Cost | Avg. position |
|----------------|-----------------------|-----------|--------------------|--------|-------------|--------|----------|------|---------------|
| mannosio | Eligible | Donazioni | Affiliazione onlus | 15 | 55 | 27.27% | 0.08 | 1.16 | 1.33 |
| d mannosio | Eligible | Donazioni | Affiliazione onlus | 15 | 61 | 24.59% | 0.12 | 1.77 | 1.36 |
| onlus | Eligible | Donazioni | Donazione onlus | 13 | 231 | 5.63% | 0.73 | 9.53 | 2.26 |
| cistite.info | Eligible | Donazioni | Donazione onlus | 11 | 31 | 35.48% | 0.01 | 0.15 | 1.00 |
| cistite.info | Eligible | Donazioni | Affiliazione onlus | 9 | 25 | 36.00% | 0.01 | 0.09 | 1.00 |
| onlus | Eligible | Donazioni | 5x1000 | 5 | 68 | 7.35% | 0.28 | 1.42 | 1.94 |

Ads with better performance

| Ad | Ad group | Status | ↓ Clicks | Impr. | CTR | Avg. CPC | Cost |
|---|--------------------|----------|----------|--------|--------|----------|--------------|
| Cura la tua cistite Tutto quello che devi sapere Da donna a donna cistite.info/Cause_Sintomi/Cure_naturali I sintomi della cistite possono renderti la vita impossibile, soprattutto se recidivante. Tutto quello che devi sapere sul tuo problema intimo e i suoi possibili rimedi naturali. | Cistite | Approved | 6,244 | 29,181 | 21.40% | US\$0.18 | US\$1,133.95 |
| Cistite.info aps onlus Cistite, mts, infezioni intime Concretamente al vostro fianco cistite.info/diventa-socio/agevolazioni Informazioni, soluzioni naturali e agevolazioni per prodotti e dispositivi medici. Aiutiamo concretamente le donne che soffrono. Per farlo abbiamo bisogno anche ... | Affiliazione onlus | Approved | 114 | 1,116 | 10.22% | US\$0.13 | US\$14.82 |

Future recommendations

The organization should improve the landing page: the menu has too many items, the button for the donation is too difficult to find and changing the website, keeping in mind to build it in an easy way to track form submission, forum registration and donations.

Moreover they should continue with the Awareness campaign, because it's going very well .

Finally we recommend extensive use of social networks like Facebook and Twitter, in order to involve a growing number of users through different channels, bring more traffic to the site and collect donations.

Learning Component

Learning Objectives:

During our participation in the Google Ad Grants Online Marketing Challenge, our main goal was to have a positive impact on the non-profit organization's branding and to support their work as much as possible. Furthermore, it was of course the goal to enrich the personal knowledge and experience in the field of online marketing of each one and to understand the functionality and the complexity of Google Ads. The aim was to apply and deepen the theoretical knowledge of online marketing and Google Ads theoretically acquired in the Google Ads Fundamentals Assessment. In addition to the hard skills to be learned in the GOMC, soft skills such as team and communication skills also play a crucial role. After graduation, working with a team is an essential part of almost all work environments, so every experience is valuable.

Outcomes:

One important finding is that it's not enough to set up a Google Ads marketing campaign and then just let it go. To ensure good marketing, the strategies and keywords need to be constantly monitored and adjusted, especially at the beginning. Once everything is set up perfectly and the results are satisfactory, the campaign can be run on its own and adjustments at regular intervals are sufficient. Through intensive collaboration with Google Ads, many online marketing skills have been acquired and teamwork has ensured the expanded soft skills of each team member. Improvements in results have confirmed the progress of the campaign through optimizations and made the positive development of the teamwork visible to all team members.

Group Dynamics:

The group members had some very different starting points and previous knowledge. On the one hand because of different study courses and on the other because of different nationalities, as one team member comes from abroad. However, there were no linguistic issues and a very good and trusting cooperation was achieved. Even so, a fair and even division of labor is not always easy for a large group of 6 people working on a project, but each of us was nevertheless able to make a significant contribution to the teamwork and bring their own ideas and comments. The personal strengths and weaknesses were taken into account in the work distribution and thus used overarching synergies. In addition to

regular meetings, we have been able to work perfectly together on the project using Google Docs and Google Drive, and although some people did not know each other prior to the group work, real friendships emerged during the GOMC.

Client Dynamics:

The cooperation with the non-profit organization was very good from the beginning and characterized by constant exchange. We were immediately granted access to the Google Ads and Analytics accounts and had the full confidence of the organization to set up the marketing campaign on our own. Also, the site customization needed to track conversions was done without any doubt and as quickly as possible, providing another indicator of the outstanding, almost daily communication between our team and the organization. By constantly integrating and updating our partner during the duration of the six weeks, the non-profit organization is more than satisfied with the performance of the marketing campaign and perfectly prepared to make future adjustments and optimizations. The trust placed in us was decisive for the success and ensured that we were involved with great enthusiasm in the project.

Future recommendations:

If we were to work with Google Ads for a company or similar in the future, we would first set a small budget to find out which keywords etc. worked well and optimize the campaign accordingly. Afterwards, the existing budget can be optimally used and the right strategy can be selected. In hindsight, we would also use more scientific articles and other sources to have more prior knowledge and to be better prepared. In principle, it is very important to document changes comprehensively during the entire duration of the GOMC in order to be able to trace the course for the post-campaign report without any problem at the end. Finally, through GOMC, we learned from our own work how well online marketing works using Google Ads and what impact it can have on website performance. So, if we have to choose a marketing option in the future, this type of online marketing will definitely be a favorite. In addition, we were also able to work on our teamwork and communication skills and learn how important a good cooperation is for the mutual success as a group and customer satisfaction.

Conclusion

In light of the results obtained, we can state that the objective of increasing visibility and users for the association's website has been fully achieved. It is also important to underline that the trend of the campaigns is on the rise, as is the number of users connected to the website. It is impossible to say if the number of affiliations and donations has increased compared to the previous period, as there was no form of tracking for the goals we set. It is however possible to hypothesize that a growing number of users connected to the site correspond to a growing number of affiliations and donations, above all by virtue of the fact that the increase is voluminous.