

Report Pre-Campaign

Client Profile

Cistite.info APS Onlus is a non-profit organization dedicated to informing about diseases of the urological system, like cystitis or candida, and their natural remedies. The organization is operating since 2009, the headquarter is located in Bolzano (IT).

It has 15 employees, all volunteers, and over 1500 associates. The goal of the organization is sharing information about diseases, user’s personal experiences and addressing to organized medical staff.

Cistite.info APS Onlus was born thanks to Rosanna Piancore, a professional nurse, that was affected by urogenital diseases. After healing, she felt the need to share her experience and studies with other women in the same situation in order to help them in the healing path. The vice-president and person responsible for the organization’s website is Sandro Pallavicini. The site of the organization is <https://cistite.info/> and the Onlus social media platforms include Facebook, Instagram and Twitter. The organization’s revenue is generated by donations and membership fees.

Market analysis

The traffic during 2018 was around 660,000 visitors and There is no seasonality in traffic volume probably because of the chronic nature of the diseases treated. Almost the whole of the websites users are located in Italy (92%), connected from big cities like Roma , Milano, Napoli, Torino, while in 71% of the cases mobile devices are used.

About 80% of users are women, and this is because the diseases that the organization deals with mainly affect the female sex. The age of the users is largely between 25 and 44 years. These three elements (location, age and gender) allow us to clearly define the target to which the advertising campaign will aim with google ads, reducing costs and increasing their effectiveness.

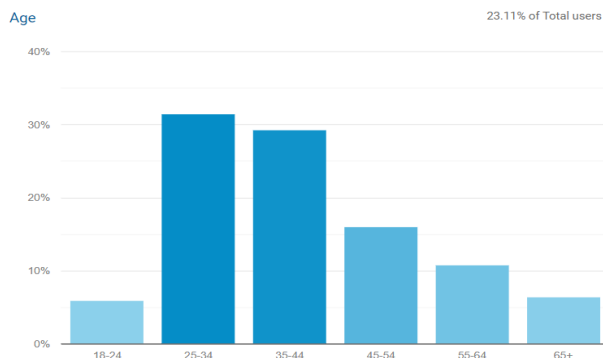


Figure 2: User’s age distribution

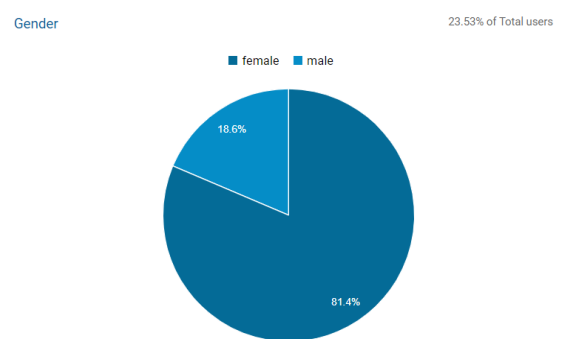


Figure 1: Data about user’s gender

Competitors are other websites which provide similar services in the same area, like <https://www.aicionlus.org/>. That's a non-profit association using website and social media in order to get user subscription and donation.

Current marketing

Cistite.info pursues the mission of giving information about urogenital diseases through the website. The forum promotes the exchange of experiences and professional opinions and generates much of the website traffic. It can be used once a week by all normal users and three times a week by associates who paid, which is one of the most relevant difference between non-profit's partners and other users. In addition, the partners are entitled to benefits when purchasing products for the treatment of pathologies that are covered by the association.

The desktop and mobile websites both have strengths and weaknesses. The former is too dispersive in order to get informations using the navbar, but call-to-actions buttons are easily accessible and the forum and donation pages are fairly easy to reach. The latter is well formatted, although it takes a long time to scroll down to reach the button you are looking for.

The data extracted from Google Analytics clearly shows that the website has lost about 50% of its traffic in recent months, going from about 80,000 visits in May, June and July of 2018 to just 45,000 visits in April 2019. Another problem is the high volume of bounce visits, which amounts to more than 60%. Instead the average time per visit is high enough to assume that users found the information they were looking for while browsing.

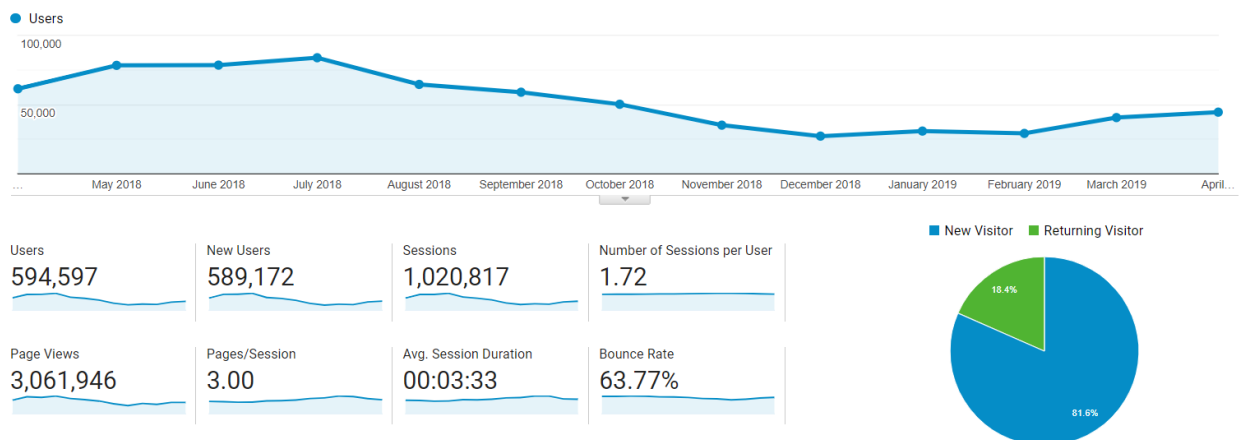


Figure 3: Data about website in the last year

About previous online campaigns, from the end of 2016 to the beginning of May 2019 three advertising campaigns on Google Ads remained active. The first, relating to the “candida”, suspended during the third and fourth quarter of 2017, generated 61.328 clicks. The second, relating to “cistite”, generated 345,332 clicks. The third, concerning “Mannosio”, generated 46,097. However, these advertising campaigns have been left to themselves and have dated settings.

As mentioned above, Cistite.info APS Onlus is present on the main social media platforms, but only the Facebook page records activities and a constant following (approximately 3000 followers). Facebook is used to promote the association's activities such as meetings between associates and fundraising campaigns.

Regarding offline activities, the association limited itself to distributing leaflets and to rare meetings with associates. This is due to logistical difficulties in organizing events where members far away from the organization's headquarters can attend.

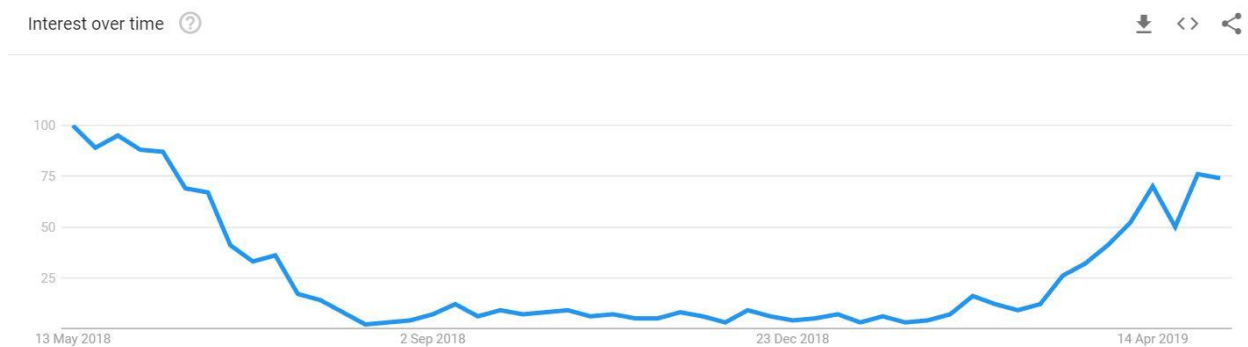


Figure 5: In 2018, there has been a drastic decline of visitors. Speaking with the owner of the website, we understand that it's due to the new Google Algorithm for the ranking

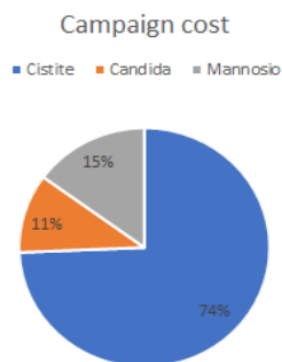


Figure 4: Previous campaign cost

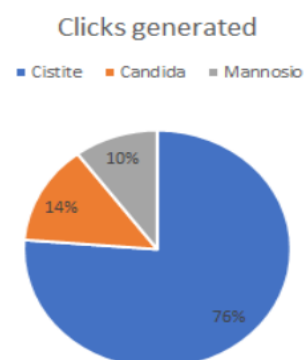


Figure 6: Previous campaign, click generated

Conclusion

The association asked us to improve firstly the awareness of the website and the forum and secondly increase the number of donations and of new associates, who have to donate 5 euros. Therefore, it is required to track the conversions in the form of associations and donations.

AdWords proposed strategy

In order to achieve these goals, we will carry out the following three campaigns:

- “Awareness”-Campaign:
 - Google Search Network: to reach people that are looking for information about some topics precisely.
- “Association/Donation”-Campaign:
 - Google Search Network: the goal in this case is bringing people to associate and paying the membership fee of 5 euros. To do this, the advantages of being a member are highlighted, such as discounts in products, useful for treating diseases such as cystitis, candida, etc.
The second goal is reaching people interested to donate the 5x1000. In fact, we observe that a lot of people search for information about Onlus, in order to donate 5x1000. Moreover, search queries increase in the period from May to September, because it is the period in which you can donate 5x1000. Finally, to reach people interested in donations in general.
- “Forum”-Campaign:
 - Google Search Network: the forum is used a lot, even more than the website and so we want to increase visits to the forum even further. This campaign is directed to the people, who are searching a forum and not a website with information pages.

Then we are going to implement 3 AdGroups for “Awareness”-Campaign, according to the first three topics searched: “cistite”, “malattie sessuali” and “mannosio”. In the “Association/Donation”-Campaign there is an AdGroup specifically for “5x1000” that targets people who are interested in a 5x1000 donation to Onlus and 2 AdGroups, “Donazione onlus” and “Affiliazione onlus” to obtain donations and increase the number of affiliates to the non-profit organization.

Forum-Campaign has only one adgroup dedicated to publicizing the forum and increasing the number of subscribers. The campaign was designed to remain independent of the one dedicated to the website and offers the possibility of adding dedicated Adgroups to advertise association events published in it.

| Campaign | 1 Awareness | 2 Association/Donation | 3 Forum |
|----------|-----------------------|---------------------------|-----------------------|
| Type | Google Search Network | Google Search Network | Google Search Network |
| AdGroups | Cistite | Association | Forum |
| | Malattie sessuali | Donation | |
| | Mannosio | 5x1000 | |

Figure 7: Short summary about the 3 campaign

| Budget | Total Budget per day | 1 Awareness | 2 Association/Donation | 3 Forum |
|--------|-------------------------|----------------|---------------------------|------------|
| | | 40% | 30% | 30% |
| Week 1 | 329\$ | 131\$ | 99\$ | 99\$ |
| Week 2 | 329\$ | 131\$ | 99\$ | 99\$ |
| Week 3 | 329\$ | 131\$ | 99\$ | 99\$ |
| Week 4 | 329\$ | 131\$ | 99\$ | 99\$ |

Figure 8: Budget's division in the 3 campaign

We will use the smart bidding strategy Maximize Clicks for all four weeks for the “Awareness”-Campaign and “Forum”-Campaign, suitable for bringing people on the website. Instead for the “Association/Donation”-Campaign we are going to use the smart bidding strategy Maximize Conversions to get the best result. The goal is to increase the page views per week by 10%, compared with the page views without campaigns, and to achieve a conversion rate of 1% for associations, which get, like the donations, tracked by the impressions of each confirmation page.

Add examples

[Cura la tua cistite | Tutto quello che devi sapere | Da donna a donna](#)

[Ad](#) 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.

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[Il D-Mannosio](#)

[Cistite e alimentazione](#)

Figure 9: Ad example for the Awareness – Campaign

[Cistite.info aps onlus | Patologie apparato urogenitale](#)

[Ad](#) cistite.info/Onlus_per_donna/5x1000

Cistite.info aps onlus si batte da sempre contro le malattie dell'apparato urogenitale. Altre donne soffrono e hanno bisogno di te per guarire. Il tuo 5x1000 fa la differenza.

PATOLOGIE URO-GENITALI · ORGANIZZAZIONE NO-PROFIT · A SOSTE...

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Figure 10: Ad example for the Association/Donation campaign

[Cistite e disturbi urologici | Esperienze e rimedi per donna](#)

[Ad](#) cistite.info/no_profit_org/forum_d'ascolto

Altre donne hanno sofferto della tua patologia e hanno condiviso come sono guarite. Cerca consiglio nell'esperienza d'altre e parla del tuo problema con chi può capirti.

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Figure 11: Ad example for the Forum - Campaign