

Case Study | B-to-B Lead Generation



Nonprofit Increases Clickthrough Rates, Gains Insights Into How to Better Serve Its Audience

Background

Darkness to Light (D2L.org) provides Child Sexual Abuse prevention training to individuals and organizations, including CE credit online training for health and emergency professionals. Google has provided up to \$10,000/mo for its AdWords account through the Google Grants for Nonprofits program for several years, and Darkness to Light runs campaigns for various use cases ranging from people searching for statistics on the problem of Child Sexual Abuse, to people with questions about the signs of sexual abuse, and how to protect a child by making a report.

Challenge

In 2018, Google changed the requirements of its program, adding among other things, a minimum account-wide 5% clickthrough rate, to ensure relevancy. Darkness to Light was very concerned because its AdWords account had hovered right around 5% for the previous year, occasionally dipping below it. Additionally, when bidding on a CPC basis, the program limits bids to \$2.00; so keeping CPCs down was also a high priority.

Solution

SEMCopilot's Keyword Insights feature was used to identify undesirable and low-CTR queries throughout the account. The resulting negatives were applied throughout all campaigns using AdWords "Shared Library" negative lists.

Interestingly, during the process, Darkness to Light was able to identify numerous use cases for improving its website content and ads. SEMCopilot automatically categorizes Question terms (from queries containing "Who/What/When/Where" and so forth), Commercial Terms, Possible Brand Terms, and Suggested Negatives; these categories were used to better understand searchers diverse needs.

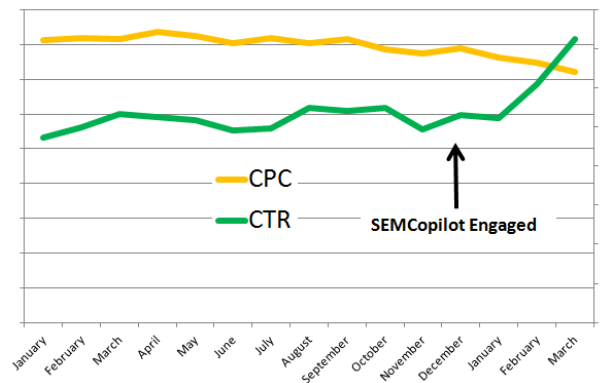
"Our searchers make a wide variety of queries which are often, quite frankly, heartbreaking. SEMCopilot has really helped us to analyze long-tail queries and surface new use cases, so we can understand how best to help our audience as they reach out to us for advice".

- Gwen Bouchie, Director of Communications, Darkness to Light

Results

Clickthrough Rates rose 36%. This put Darkness to Light's account into a range where its eligibility for the Google Grants program was no longer threatened by this requirement.

Additionally, CPCs fell 11%, ensuring that Darkness to Light was less likely to be getting priced out of various AdWords auctions, and would continue to show for its desired queries.



SEMCopilot™