

CASE STUDY

**PAY  
PER  
CLICK**

**\$40,000  
MONTHLY GRANT**

**8.30%**  
AVERAGE CTR  
(CLICK THRU RATE)

**4.36%**  
CONVERSION  
RATE

## MOVE FOR HUNGER



Move For Hunger is a 501(c)3 non-profit organization that works with moving companies, van lines, relocation companies, and related. They help coordinate the collection of non-perishable food items and the delivery to food banks all across North America.

### GOALS

With a Google Ad grant of \$40,000 per month from Google, they were looking to maximize their spend and develop a strategy for promoting their never-ending calendar of events and food drive campaigns to help grow awareness, donations, and engagement for their cause. Additionally, at all times the account must comply with very stringent Google Grant policies with special attention on Quality Scores and Search Terms since the account uses mainly broad keywords and caps the CPC (Cost per Click) at \$2 when using manual bidding. Properly managing and optimizing the account takes daily input and constant attention.

### RESULTS

The first steps were to implement a system for communication between our agency and Move for Hunger event planning coordinators using project management tools. This allowed us to establish a protocol for knowing which events and campaigns should be promoted with a specific start and stop time. There is a constantly changing calendar of events each with a very short time frame window. Once that was accomplished, we developed a highly organized, custom account structure that effectively used the grant funds, but also kept the account in good standing with Google. High performing and original text ads are constantly written for each campaign.



**RESULTS** CONT.

**THE FINAL RESULT;** a client that no longer has to worry about navigating the complexities of Google Ads or worrying about the compliance issues of Grant accounts, or account performance. Our expertise ultimately provides Move For Hunger the flexibility to focus their energies on developing new campaigns and events, while we focus on generating traffic, donations, engagement and awareness while maximizing every dollar spent on their campaigns.

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“Mover Search Marketing has been an irreplaceable resource to add to our marketing team. Our Google Paid ads are vital to our mission. Their knowledge, efforts, and expertise running our Google paid search has greatly increased engagement and helps keep our never-ending events at the top of search, where we need them.”

**- Adam Lowy**

*Founder & Executive Director*