

# DoSomething.org links Google Analytics to Ad Grants account to improve campaign results and benchmark cost per conversion across online and offline channels.



DoSomething.org

USA

[www.dosomething.org](http://www.dosomething.org)



“Our Google Ad Grant helps drive awareness among young people and connects them to the resources and information they need. Let’s do this!”

- Carrie Bloxson, CMO, DoSomething.org

## Mission

DoSomething.org is focused on young people and social change. The organization identifies the causes that young people care about and gives them meaningful actions to make an offline impact on those causes.

## Marketing Goals

DoSomething.org leverages Google Ads to mobilize the most socially conscious, socially responsible and socially active generation of young people ever. The organization relies on their Ad Grants account to connect young people with campaigns they can take action on. In 2018, the organization was particularly focused on driving voter registration. Carrie Bloxson, CMO, says, “We have been approaching voter registration with a multi-pronged marketing strategy, and Google Ad Grants is a key component in that strategy.”

**46k** Driven to voter registration

**32k** Conversions in six months

**130k** Website visits in six months

About Google Ad Grants: Google Ad Grants is a social impact program that connects people to causes through free Google ads. Since 2003, the Ad Grants Program has awarded over 115,000 Ad Grants and \$8B dollars in free advertising to organizations in 50+ countries

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## The Approach

Google Ad Grants allows DoSomething.org to reach young, eligible voters with relevant messaging at scale. “Google Ad Grants enables us to connect our voter registration flow with people that are actively searching for ways to make their voice heard,” Carrie explains. We use conversion tracking which helps us understand the conversion rate and the cost per conversion of people beginning and completing the registration flow.

Conversion data helps the organization understand how the channel and messaging resonates with their target audience and helps them prioritize messaging that is performing well. For their voter registration efforts, conversion data helped DoSomething.org establish a benchmark cost per acquisition that they compare to other marketing channels. Carrie says, “Our organization makes data informed decisions. We love the ability to integrate our Google Analytics data with our Google Ads dashboard to get a quick snapshot on performance without jumping between platforms.”

## Impact Of Google Ad Grants

Google Ad Grants was a key marketing channel to drive voter registration for 18-24 year olds in 2018. Since launching voter registration campaigns, Google Ad Grants drove roughly 46,000 people into a voter registration flow on [vote.dosomething.org](http://vote.dosomething.org). Over six months, DoSomething.org’s Google Ads campaigns drove over 100,000 website visits, 32,000 conversions with an average clickthrough rate of 12%.

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### Product features

[Conversion Tracking](#)

[Google Analytics](#)

[Cost per acquisition](#)

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DoSomething.org*

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**Google Ad Grants**