



Google Ad Grants helps Science Buddies level the playing field by connecting thousands of students with innovative science content.

Science Buddies At A Glance

- Website: www.sciencebuddies.org
- Location: USA

Ad Grants Marketing Goals

- Increase traffic & awareness
- For new initiatives, test & hone most effective marketing message

Ad Grants Success Metrics

- All-time drove 18.2M clicks to website
- In last year:
 - ~100K students registered to find a science project idea
 - ~1,500 teachers downloaded resources to help students



“Google Ad Grants really put us on the map!”

-Kenneth Hess

Founder & President, Science Buddies

Mission

Science Buddies helps students from all walks of life build their literacy in science and technology, so they can become productive and engaged citizens in the 21st century. The organization provides millions of students, parents, and teachers in K-12 education with resources that reflect the latest research in how to effectively teach science. Science Buddies provides unique content created by their own staff scientists. Not available from any other source, these resources are personalized for students’ individual learning paths and are highly applicable to the real world. By providing open access and freely available online content, Science Buddies strives to ensure that all kids have access to scientific learning, regardless of gender, ethnicity, or socio-economics.

Marketing Goals

Unlike many brick-and-mortar nonprofits, Science Buddies operates completely online. Their main goal is to drive traffic to the website, in order to connect kids with the thousands of pages of free science content. With over 25% of users visiting via mobile, Science Buddies recently updated to a mobile-friendly site to better reach students, teachers, and parents on the go. To generate more funding, they are looking to expand the marketing of their popular Science Kit program.

Impact of Google Ad Grants

Science Buddies was one of the earliest adopters of the Google Ad Grants program, having joined the year the program launched in 2003, and later became a Grantspro recipient. In 2004, 171,000 unique visits to Science Buddies came via Ad Grants; by 2005, this number had increased to 773,000 unique visits. By 2006, Google Ad Grants had doubled the traffic to the website. According to President and Founder Kenneth Hess, “Ad Grants really put us on the map!” In the past 12 months alone, approximately 1,500 teachers have registered to download resources to help manage student science projects, and approximately 100,000 students have registered to use the Topic Selection Wizard, which helps them find a science project suited to their interests. As Science Buddies launches into new exciting areas, such as a repository of STEM career information, fun Science Activities, and real-time Science News Feeds, they plan to build AdWords campaigns to promote the launches and bring more aspiring science minds to life.

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