



CASE STUDY

Google Ad Grants drives a \$212 average donation value for Days for Girls.

Mission

Days for Girls increases access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigmas and limitations for women and girls. The organization has reached more than one million women and girls in over 120 countries around the world.

Marketing Goals

The organization relies on their Google Ad Grants account to raise awareness for their cause and reach users looking to support and empower women around the world. Google Ads are also used to raise funds, promote ecommerce orders, increase call volume and drive email subscriptions to cultivate donor relationships.



Days for Girls

USA

www.daysforgirls.org

\$212

Average donation value

\$5k

Donations in 60 days

+400

Conversions in 60 days

The Approach

[Community Boost Consulting](#), a digital marketing agency, manages Days for Girls' Ad Grants account. Conversion tracking was implemented to track donations, ecommerce sales, email subscriptions and calls generated by Google Ads. Cameron Ripley, CEO of Community Boost Consulting explains, "Through conversion data, we are able to optimize campaigns and allocate spend more efficiently because we know exactly what types of search queries have led to meaningful actions on the organization's website. We set up conversion goals within Google Analytics and directly import the goals into Google Ads, allowing us to edit conversion settings for goals within Google Ads."

Additionally, Smart Bidding optimizes for conversions and maximizes the Ad Grants budget for Days for Girls. Cameron says, "Maximize conversions bidding has been extremely successful. This automated bidding strategy has led to some of the highest click volume and highest converting campaigns within the account."

Impact Of Google Ad Grants

In 60 days, Google Ad Grants generated 24 online donations with an average donation value of \$212, resulting in more than \$5,000. During this time frame Google Ads drove 10,000 visits to the website and more than 400 conversions. Google Ads makes it easy for Days for Girls to raise awareness and the ads effectively generate new donors each month due to their targeted and extensive reach.

Product features

[Conversion tracking](#)

[Maximize Conversions](#)

"A big thank you to the Google Ad Grants team and Community Boost on International Day of the Girl! We asked a \$20,000 donor how she heard about us and she said she Googled 'feminist organizations'. Our Google Ads are working!"

— *Sandy Clark, Chief Development Officer, Days for Girls*