

# Islamic Relief uses optimization score to drive more donations



Islamic Relief is a humanitarian organization that provides development programs and humanitarian relief around the globe, regardless of race, political affiliation, gender, or belief. • [Website](#)



## The challenge

Islamic Relief uses Google Ads to drive donations to achieve their ultimate goal of ending world poverty. With their focus on emerging markets to grow Islamic Relief's international footprint, the company found maintaining existing accounts to be a challenge.

## The approach

To ensure each account was getting appropriate attention, Islamic Relief turned to optimization score. The score became their guiding force to focus on what mattered to their accounts. Optimization score provided the marketing team with relevant recommendations as well as new initiatives.

## The results

Islamic Relief was able to improve performance across the many campaigns that they manage. In one account, they drove 28% more conversions year over year while reducing spend by 6%. Through optimization score, Islamic Relief found success and performance gains using a number of features such as Responsive Search Ads and Smart Bidding.

**“From providing suggestions for improvement to advice on new tools and initiatives, optimization score has led to strong results for some of our major campaigns.”**

*-Adnan Hafiz, Head of Product Development*

**28%**

Increase in  
Conversions

**6%**

Reduction in  
spend

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