American Humane uses Google Ads conversion tracking data to influence website content development and drive focused marketing efforts that convert.

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— *Akshay Khullar, Front End Developer, American Humane*

Mission

Founded in 1877, American Humane, the country's first national humane group, has proudly been the driving force behind virtually every "first" in rescuing and protecting the abandoned, the hurt, and the defenseless. Today, American Humane's programs directly improve and save the lives of more than one billion living creatures in countries all across the globe.

Marketing Goals

American Humane uses Google Ad Grants to increase the organization's exposure and educate people on their work in the animal welfare space. Akshay Khullar, Front End Developer, says, "We leverage Google Ads to drive donations, newsletter sign ups, applications for service dogs and views of key pages."

The Approach

American Humane implemented conversion tracking using Google Tag Manager to track the impact of their Google Ads and understand how users are engaging with their content. Akshay explains, "We use conversion tracking data to understand which parts of our website and which programs are receiving the most attention, to help us figure out what the 'low hanging fruit' is so to speak. The data informs which less popular programs we need to focus on marketing."

197% Conversion rate

100k Page views in 1 year

Google Ad Grants

Conversion tracking provides critical data that influences marketing decisions and content development. "We know that for every application to get a service dog, users visited the page twice before submitting their application. We have a lot of really great data that we can use to help improve our user experience and ultimately improve our programs," says Akshay.

In addition to conversion tracking, implementing the Maximize Conversions bid strategy has enabled American Humane to get the most out of their Ad Grants account. Akshay explains, "We implemented Maximize Conversions to bid higher than the program's manual bid cap, optimize our bid strategy and to help get the most conversions for our campaigns. We believe that we are getting the most valuable users to our website and we can see them engaging with our content in ways to which we have assigned value."

Impact Of Google Ad Grants

Google Ad Grants has significantly increased the organization's visibility and effectively gets their content directly in front of users who are searching for the programs they provide. Conversion tracking allows American Humane to set measurable goals within their Ad Grants account and easily track them - providing insight into how many users are opting in to the organization's newsletter, donating and more.

Akshay says, "Thanks to Google Ad Grants, our lifesaving programs have appeared in over one million Search ads in a year, allowing more Americans to learn how we can help when disaster strikes." In a years time, Google Ads drove over 1,000 new people to donate or sign up to volunteer and over 600 people have completed a service dog application.

Product features

Conversion Tracking

Google Tag Manager

Maximize Conversions

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Google Ad Grants