



CASE STUDY

Habitat Wake amplifies their impact by investing in paid Google Ads, using remarketing display campaigns to further donor retention.



Habitat for Humanity

USA

www.habitatwake.org

Mission

Habitat for Humanity brings people together to build homes, communities, and hope. Since 1985, Habitat Wake has partnered with homebuyers, donors and volunteers to build more than 750 safe, affordable, energy-efficient homes in all parts of Wake and Johnston counties in North Carolina. The organization practices a philosophy of "a hand up, not a handout" and builds on existing community assets: financial, physical, natural, human, social and spiritual.

Marketing Goals

Habitat Wake leverages both their Ad Grants and paid Google Ads accounts to increase the number of people scheduling pickups for in-kind donations each month. Donated household items are sold through their Habitat ReStore, providing funds to support programs and provide the community with a source of affordable home supplies and furnishings.

585 Calls from Ad Grants in 1 year

900 Donations from Ad Grants in 1 year

\$284k In-kind donations in 1 year

The Approach

The organization hired [Nonprofit Megaphone](#), an [Ad Grants Certified Professional agency](#), to manage their Ad Grants and paid Google Ads accounts. The organization decided to invest in a paid account to expand their reach, use display ads, and launch remarketing campaigns. Olivia Bowler, Director of Communications at Habitat for Humanity of Wake County says, “In an increasingly competitive online advertising world, the paid account empowered our organization to scale our reach by leveraging advanced marketing features and networks, while driving incremental donations. We love the control that Google Ads gives us over our ad messaging, targeting and tracking.” Grant Hensel, CEO of Nonprofit Megaphone shared, “We are thrilled to work with Habitat Wake to use both paid Google Ads and Ad Grants to drive their mission forward. Either platform is powerful on its own, but the two together drive amplified results in the online marketing world. We want to give our clients all the advantages they can get!”

“Our paid Google Ads account allows us to expand our reach and leverage features such as remarketing, while driving incremental donations.”

— Olivia Bowler, Director of Communications at Habitat for Humanity of Wake County

Impact Of Google Ads

Leveraged the power of multiple Google tools

Both Google Ad Grants and paid Google Ads have allowed Habitat Wake to reach more people interested in their work and drive more donations, especially in-kind donations that they resell. Habitat Wake uses Google Analytics and Google Tag Manager to track conversions on both of their accounts, so the data flows directly into the Google Ads interface.

Drove incremental donations and calls

They track the “success page” after pickups for donations to their Habitat ReStore are scheduled, allowing them to directly attribute incremental donations to their ads. The donations have a monetary value that they’ve calculated. Assigning values to their conversions allows the organization to see the total value driven by their ads across different conversions and it is easy to see the return on investment. The average donation pickup request form submission drove \$277 in conversion value for the organization and over six months the conversion value totaled over \$153,000.

Within 30 days, Ad Grants drove 75 scheduled donation pickups, worth many thousands of dollars for the organization. The organization leveraged Ad Grants to drive donations ahead of a new store opening and saw a lift in website traffic and in donations that they would not have seen otherwise. They also use call extensions on their Ad Grants ads that let them add phone numbers to their ads and drove over 585 calls in 1 year alone.

Expanded to remarketing display ads to amplify impact

Lastly, Habitat Wake relies on their paid Google Ads account to launch remarketing display campaigns to engage website visitors to donate again, or remind those who are not ready to donate items the first time they encounter their brand. Remarketing empowers the organization to stay top of mind with their target audience, amplifying the impact of their ads.

Product features

[Conversion values](#)

[Remarketing](#)

[Google Ads](#)