



CASE STUDY

SPCA of Texas sees a 7x increase in donations using Google Ad Grants during disaster relief.



SPCA Of Texas

USA

www.sPCA.org

Mission

The SPCA of Texas is the leading animal welfare agency in North Texas and serves as a resource center providing an array of programs and services that bring people and animals together to enrich each others' lives.

The Challenge

In 2017, Hurricane Harvey evacuations resulted in an increased need for animal shelter and care. At this time, the SPCA of Texas deployed disaster response efforts in North Texas to assist the Gulf Coast and needed to generate awareness for their services, raise funds and recruit volunteers quickly.

7x Donations

+116% Conversions

The Approach

The SPCA of Texas was advised by [RKD Group](#), a fundraising and marketing agency, to rapidly optimize their Ad Grants account to capture the increased search interest surrounding animal relief efforts, rescues, adoptions and volunteering efforts related to the hurricane. Optimization strategies included updating branded ad copy, creating a Hurricane Harvey specific campaign and implementing sitelinks. Conversion tracking data allowed the organization to understand the direct impact of their Google Ads in disaster relief efforts.

The Results

The Ad Grants account effectively generated awareness and engagement to help with the influx of animals in the SPCA's care during the hurricane. Donations driven by Google Ads increased 723% compared to the same month the year prior. The updated ad copy in the branded campaign resulted in an increase of 2830% in conversions, successfully capturing the increase in brand traffic due to the news coverage of the organization's relief efforts. Overall, conversions across all campaigns increased 116%. Implementing optimization strategies to maximize the impact of Google Ads during the disaster was critical to caring for animals in need and connecting users searching online to the SPCA of Texas.

Product features

[Conversion tracking](#)

[Sitelinks](#)

“In the days after Hurricane Harvey, the SPCA of Texas quickly launched a disaster plan to help care for animals impacted by the flooding. Strategic use of Google Ads played a critical role in fundraising and generating awareness around our efforts. With RKD Group's help, we were able to raise funds and assist the pets and people who arrived in Texas after evacuating the Gulf Coast.”

— *Maura Davies, Vice President of Marketing and Communications, SPCA of Texas*