



SOS Children's Villages At A Glance

- Website: www.soschildrensvillages.in
- Location: New Delhi, IN

Ad Grants Marketing Goals

- Build an online presence
- Spread awareness of organisation's mission
- Increase number of donations

Success Metrics

- ▲ 100%+ increase in monthly website visits
- ▲ Drive INR 40,000 in donations monthly
- ▲ 30% year over year growth in annual website traffic



“Ad Grants enables resource constrained organisations to meet their goals and reach the right audience.”

-Kanchan Sen,

Head of Individual Partnerships, Fund Development & Communications,

SOS Children's Villages

SOS Children's Villages leveraged AdWords tools such as conversion tracking, sitelinks and the Opportunities tab to maximise the impact of their Ad Grants account.

Mission

SOS Children's Villages is an independent, non-governmental, social development organisation that has provided family based care for children in India since 1964. Currently, more than 6,600 children and young people live in 32 SOS Children's Villages and 27 SOS Youth Facilities in the country.

Marketing Goals

SOS Children's Villages was not a digital savvy organisation before setting up their Google Ad Grants account. The organisation creates their AdWords campaigns based on marketing goals. They also leverage different AdWords tools and adopt best practices shared by the Google Ad Grants team to achieve their goals.

Process

SOS relies on free AdWords tools to manage their Ad Grants account. They review and implement the suggestions offered on the Opportunities tab and recommend this tool to other resource constrained Grantees. In addition, SOS regularly adds relevant keywords to their campaigns and uses ad text that highlights key messages to target their audience and drive qualified traffic to the SOS website.

Impact of Google Ad Grants

After launching their Ad Grants account, SOS monthly site visits soared from 3,000 to 8,000 and the organisation receives an average of INR 40,000 in donations a month from their Ad Grants ads. Conversion tracking allows the organisation to measure the impact of their campaigns, understand what actions users take after clicking on their ads and shows what campaigns drive the most donations. They use this data to ensure their daily budget is allocated to the campaigns helping them meet their goals. Lastly, sitelinks helps SOS promote pages of their website that drive engagement such as the 'Donate and help' page.