



receptional
SMARTER DIGITAL THINKING

CASE STUDY
**CONCERN
WORLDWIDE**

PAID SEARCH (PPC)

EUROPEAN
SEARCH
AWARDS
2018 WINNER

THE DYNAMIC
DANDI
AWARDS

REACHING 91% IMPRESSION SHARE IN A CRISIS APPEAL

The Challenge

Receptonal's aims were to:

1. Build awareness of the East Africa Crisis Appeal
2. Secure donations using both Google Ad Grants and paid PPC activity
3. Increase Concern's online presence during the Appeal's TV and radio broadcasts

CONCERN
worldwide

What We Did

- Created new campaigns for both Google Grant and paid activity.
- Focused the campaigns on key themes matched to specific audiences.
- Used the budget to bid tactically – around radio and TV broadcasts when conversion rates were highest.

Receptonal also created a template plan that is ready to roll out whenever the next emergency occurs. We also worked with Concern to improve their landing page conversion rate - by testing landing page designs.

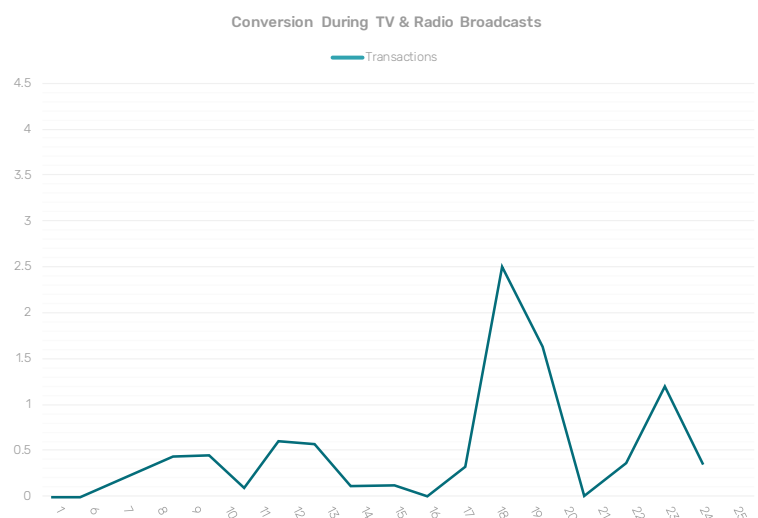
Awards

Receptonal's campaign was a finalist for:

- The "Best Use of Search" award at the European Search Awards; and
- The Best Charity/Not for Profit Campaign at the Drum Search Awards

The Results

- During the appeal Concern and Receptonal secured a 91% impression share
- Brand clicks increased by 82% compared to previous periods
- Clicks and conversions during TV and radio broadcasts increased by 291% compared to the rest of the time the appeal campaigns were live as shown in the graph below.



“Receptional has played a key role in forming and implementing our digital marketing activities. They’ve helped improve the quality of traffic arriving at our site as well as the number of overall donations.”



PETER REYNOLDS
Director of Fundraising
Concern

GET IN TOUCH

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