



SAFE KIDS WORLDWIDE USES GOOGLE AD GRANTS TO RAISE ITS GLOBAL PROFILE



Safe Kids Worldwide initially started using Google AdWords and the Ad Grants program to help raise awareness, but internal marketing limitations and Google restrictions made it difficult for the organization to spend its initial \$10,000 grant. Now, just 14 months after partnering with Cardinal Path, Safe Kids has drastically increased its Ad Grants budget and is effectively using the AdWords network to reach parents in more than 27 countries.

Top benefits

EXTRA \$40,000
per month in
Ad Grants

10x increase in
site visitors

4x increase in
newsletter &
campaign signups

“Cardinal Path helped us step back and get a clear picture of our goals in order to make the most of our digital strategy. This project was much more than an AdWords campaign. It truly shaped our opportunity to advocate for child safety on a global scale.”

Line Storgaard-Conley

Director, Technology, Digital and Social Media Strategy

Why Safe Kids needed a new Google Ad Grants strategy

Cardinal Path began by taking Safe Kids back to the basics, distilling the organization's mandate into one clear goal: To educate, inform and get people thinking about how to protect kids around the world from preventable injuries.

“Any non-profit is going to be happy about an additional \$40k per month in complimentary ad spend. Cardinal Path helped us to secure the increase in AdWords funding but most importantly, lent their expertise to help us achieve our most successful campaign to date”

Next, the Cardinal Path team examined Safe Kids' existing AdWords account and determined that it was time for a clean slate. They created a new account with refined campaigns, keyword sets, and ad groups to ensure that parents see critical child safety information as they visit online platforms and portals. The revamped account was designed to drive both unique and return visitors to the Safe Kids website, while increasing newsletter and “We Believe” campaign signups.

How Cardinal Path reimaged the AdWords campaigns

Cardinal Path established clear targets and created a fresh strategy for Safe Kids' Google AdWords campaigns. The organization quickly utilized its available \$10,000 AdWords grant and worked with Cardinal Path to secure a remarkable \$40,000 each month in additional Google Ad Grants funding.

With an increased budget, Safe Kids expanded the AdWords campaign to reach hundreds of thousands of parents in over 27 countries. Month after month,

the AdWords account attracted a growing number of unique visitors and continued to educate parents and caregivers – achieving a tenfold increase in site visitors within 14 months.

Newsletter signups due to paid search also skyrocketed. Within one year, newsletter and “We Believe” campaign signups attributed to AdWords traffic jumped fourfold (from 5% to 20%), surpassing the growth rate of any previous Safe Kids campaigns.

Engagement metrics reinforced the success of these revamped campaigns. AdWords traffic drove nearly triple the percentage – and total volume – of return visitors compared to organic search, which is the second highest source of Safe Kids site traffic, while registering a lower bounce rate than any other traffic source.

Thanks to a tailored strategy and expanded monthly grant, Google AdWords has become an effective (and affordable) way for Safe Kids to share its lifesaving information with parents worldwide.

About Safe Kids Worldwide

Safe Kids Worldwide is a global nonprofit dedicated to protecting kids from preventable injuries, the number one cause of death to children in the United States. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Safe Kids works with an extensive network of more than 600 coalitions in the United States and in 27 countries to reduce traffic injuries, drownings, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 55 percent. Join our effort at safekids.org.

**Start benefitting from your organization's digital intelligence.
Call Cardinal Path to find out how.**

Phone: **480.285.1622**
Email: info@cardinalpath.com
Web: www.cardinalpath.com

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.