

Executive View

Total Spent
\$5,530.48

📈 N/A

Goal Conversion Rate
15.18%

No data

CTR
8.13%

📈 N/A

Keyword quality score
5.11

📈 2.2%

PFC's ads have been in market for 2-3 weeks. From the biggest picture all numbers look steady. The grant amount is nearly \$4,000 spent which is a strong entry. Conversion rate is really strong and click through rate is solid. User behavior once on the site is respectable, but there is an opportunity to alter the bidding structure for clicks to improve the engagement metrics here.

Ad Performance

Total Clicks
2,978

📈 N/A

Avg. CPC
\$1.86

📈 N/A

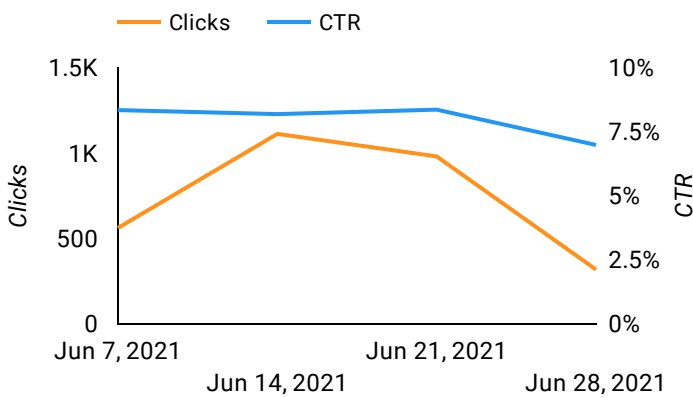
Conversions
429

📈 N/A

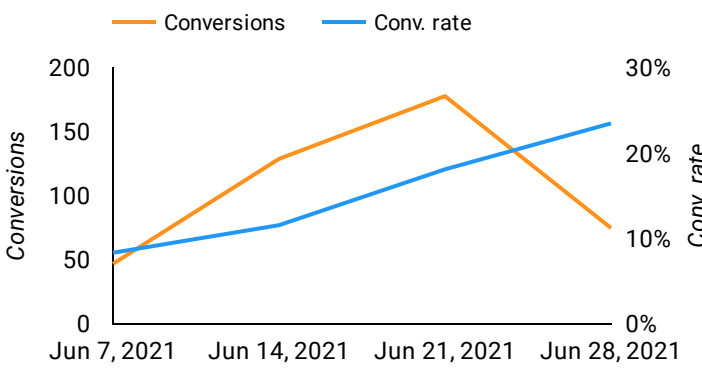
Impressions
36,615

📈 1,220,400.0%

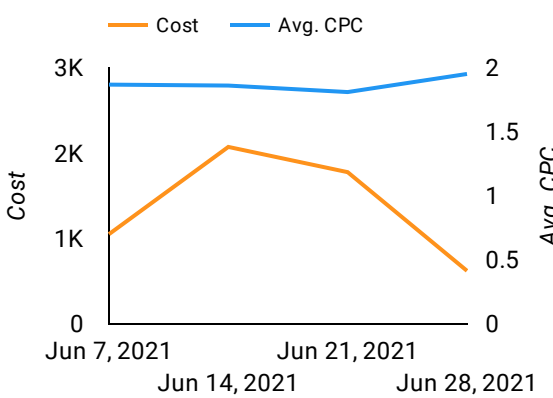
Clicks & CTR Progress



Conversion Progress



Cost & Avg. CPC Over Time



Web Page Behavior

Users
2,729

No data

Pages / Session
1.19

No data

Bounce Rate
85.62%

No data

Avg. Session Duration
00:00:19

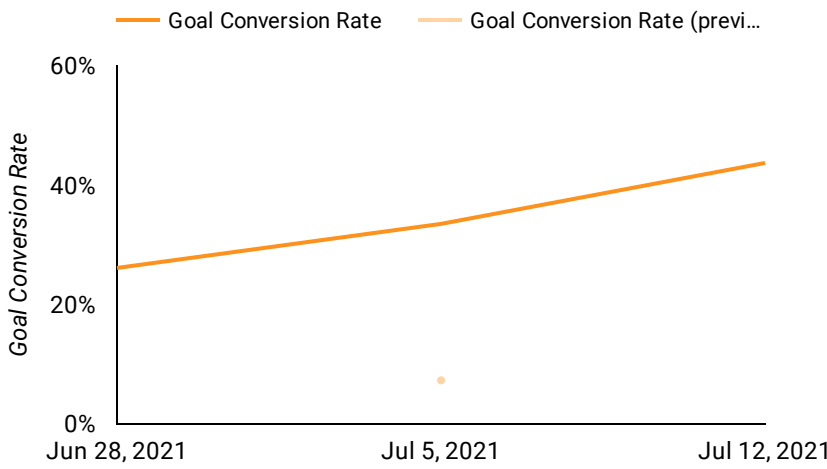
No data

Popular Page Titles

	Page Title	Users
1.	Car Seat Safety Program - Partnership for Children of Cumberland County	1,684
2.	Free books for kids in Fayetteville and Cumberland County	331
3.	Diaper Bank - Partnership for Children of Cumberland County	209
4.	NC Pre-K - Partnership for Children of Cumberland County	201
5.	Child Care Search and Subsidy - Partnership for Children of Cumberland County	148
6.	Grandparent Support - Partnership for Children of Cumberland County	59
7.	NC Pre-K Application SY 21/22 - Partnership for Children of Cumberland County	36
8.	Child Care Financial Assistance - Partnership for Children of Cumberland County	34

1 - 88 / 88

Goal Conversion Rate WOW



Grant Required

MtD

Cost
\$2,320.64
221.7%

CTR
7.37%

Avg. Keyword Quality Score
5.63

Goal

\$10,000

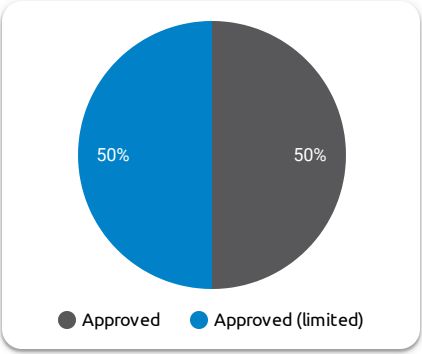
5%

5

From a compliance standpoint, the automated rule that Firefly put in place is pausing keywords that go below the threshold for quality. PFC's meeting the negative keyword, low quality keyword, and click-thru rate requirements of the grant. There are some opportunities to add bidding diversity (focus on clicks) as it will sit better with the grant committee.

Account Health

Campaign Approval Status



of Ad Groups

24

of Campaigns

7

Keyword Status

Search keyword st...	Search keyword
1. low quality score	1
2. eligible	35

1 - 2 / 2<>

Best Performing Keywords

Search keyword	Clicks
1. car seat	805
2. kids car seat	792
3. dolly parton free books for kids	179
4. Diaper	98
5. car seat requirements	73
6. how to install a car seat	72
7. pre schools	71
8. free diapers	61

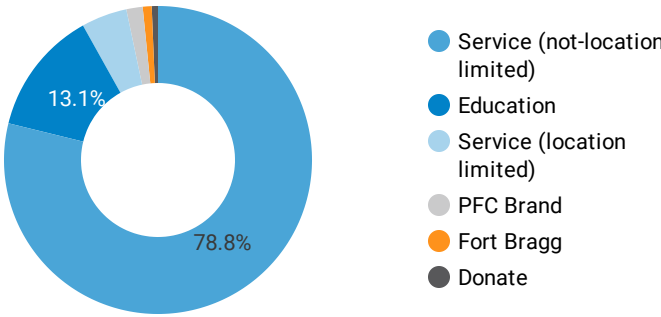
1 - 98 / 98<>

Ad Group Performance Detail

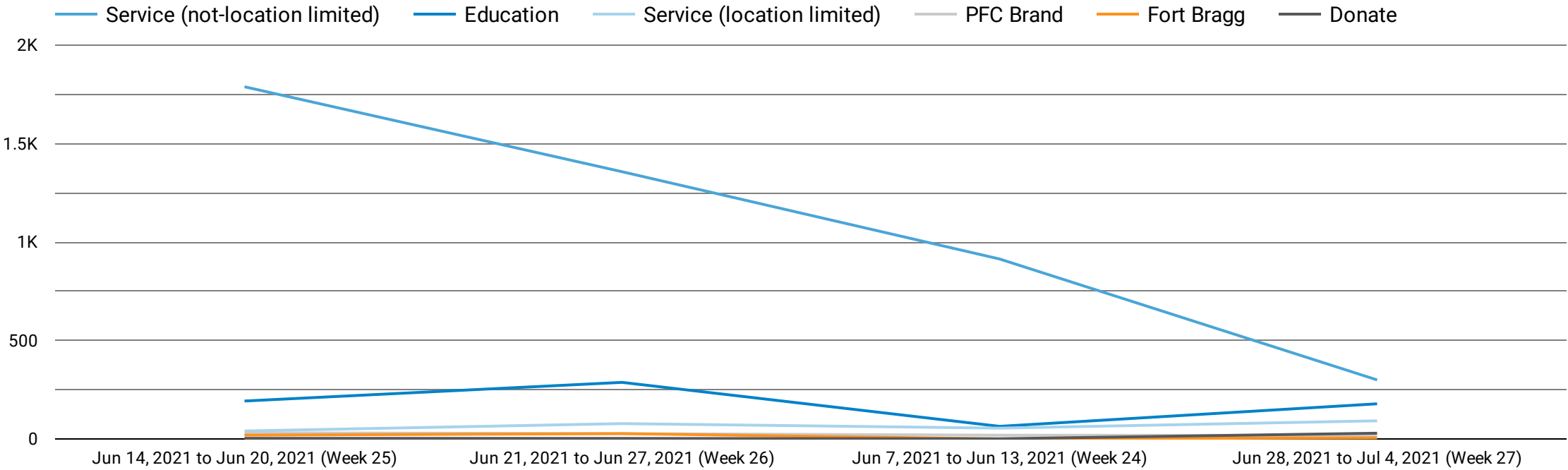
Ad group	Click conversion rate	Clicks	Conv. value / click
1. Donate	87.5%	8	\$0
2. Event DSA	71.43%	7	\$0
3. Partnership for Children	56.52%	23	\$0
4. Dolly Parton's Library	50.4%	377	\$0
5. NC Pre-K	35.07%	211	\$0
6. Childcare	31.85%	157	\$0
7. Grandparent support	19.05%	63	\$0
8. Professional Development	12.9%	31	\$0
9. Fort Bragg	11.11%	27	\$0
10. Diaper Bank	10.18%	226	\$0

1 - 19 / 19<>

Spend Share % by Campaign



From an account health standpoint, car seat keywords continue to be your performance anchors. The Service Campaign (national) is eating most of the budget and spend. If spend was not the number one goal, we'd recommend instituting a spend share. As it is, Firefly will go through the campaigns and see if keywords are getting an opportunity to be seen. If not, adjustments can be made to give more quality opportunities the chance and the bid for these opportunities can be increased so that you 'pay' more for what can yield better quality outcomes.



Lead Acquisitions

Car Seat Request

2

-

Pre-K Contact Us

1

-

Childcare Subsidy Request

9

-

Volunteer Form

-

-

Dolly Parton is the stand out star as far as valuable engagement. This is a quality spend.

Given the slowness of lead acquisitions to gain traction, additional research into the factors is needed. The good news of the 15+sec duration being met so often is that the people who land intentionally clicked, it was not an 'accidental slip of the thumb'.

Engagement Metris

10/10 Clicks

-

-

Donate Button Click (from Homepage)

1

-

Dolly Link Click

96

No data

Make a Donation Click

No data

No data

Pre-K App Download

2

No data

Pre K App Link Click

2

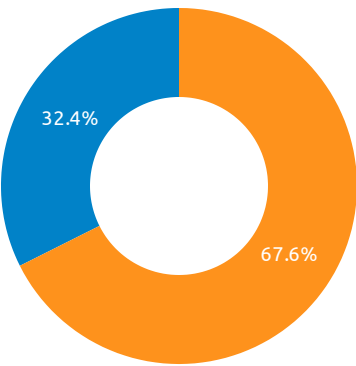
No data

15+ Seconds

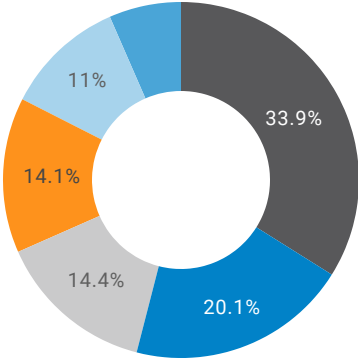
322

No data

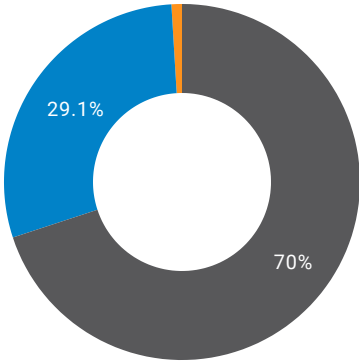
User Gender



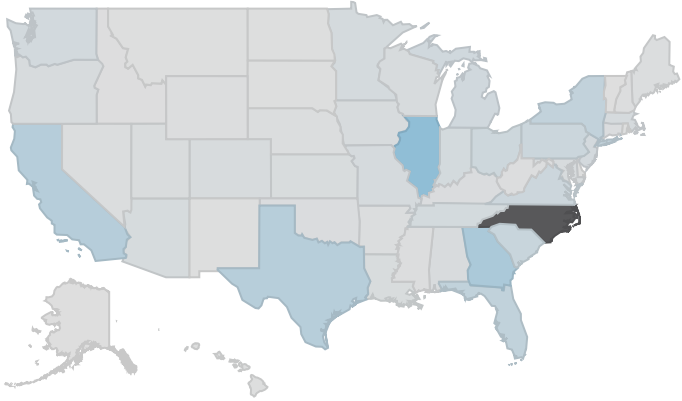
User Age



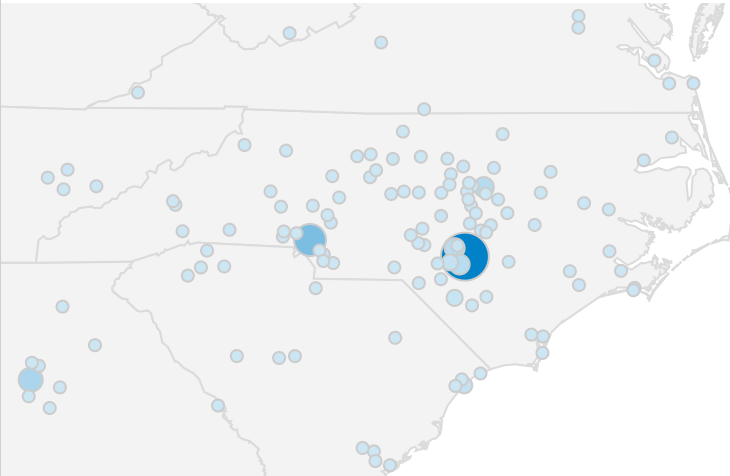
User Device



User by State



User by City



Conversion by Metro Area

	Metro area	All conv. ▾
1.	Raleigh-Durham (Fayetteville)	56
2.	Charlotte NC	25
3.	New York, NY	24
4.	Seattle-Tacoma WA	10
5.	Los Angeles CA	10
6.	Kansas City MO	10
7.	San Francisco-Oakland-San Jose	7
8.	Knoxville TN	7

User insights provides PFC will a valuable insight into users and their makeup. 25-44 is your largest age group. Users are predominately finding you via mobile, which is illustrative from a search capacity. Search ads can tend to veer more towards desktop, but with mobile being the by far bigger chunk of the pie it flags some illustrative understanding of your audience. This is why it's helpful to break into specific ad groups or metros, because looking at Fayetteville (as Google defines it), your mobile share drops by ~40%, the age is all 25-34, and all women. Now, the trick with demographic data from Google is that it's not complete. Roughly a 1/3 of users allow that data to be reported to Google. It's not something to rely on, but more use as illustrative and thought provoking.

If we pull out the ad groups that are pushing your contact acquisition (NC Pre-K, Volunteer, Donate, and Child Care Subsidy), this is a view of some of the more acquisition valuable users. Here, female is over 3/4 of reported genders, all reported users are under 45, and the mobile/desktop difference is more similarly split.