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CASE STUDIES

American Security Project

Have a project for us?

Google AdWords Grant for Nonprofits

Google offers 501(c)(3) nonprofits a \$10,000 per month grant (that means FREE) AdWords advertising spend to help promote their mission and grow their Google search result pages. An AdWords Grant can help promote a variety of Call-To-Actions such as raise general awareness,

PBJ assisted American Security Project, a Washington D.C. based think tank and non-profit, with applying for a \$10,000 Google AdWords grant. Upon approval, PBJ

promote a special cause, or drive donations. There's really no strings attached. [Click to learn more.](https://www.google.com/grants/) (<https://www.google.com/grants/>).

setup and launched a two-month AdWords campaign focused on "energy divestment" and related terms targeting the D.C metro area.

Our Achievements (within 2 months):



1MM+ Impressions

Targeted people who viewed ASP Energy Divestment Ads



9,974 Clicks

Targeted viewers clicked on ASP's ads to LEARN MORE



70%

Engagement ▲

Our AdWords campaign drove a 70% increase in website visits!

More Success Stories!