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CASE STUDIES

# The Lamp NYC

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,

The Lamp is dedicated to teaching youth, parents and educators to comprehend, create and critique media technology in the media-saturated world today. Already having an AdWords grant, the existing campaign setup

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/>).

was a mess driving minimal traffic. Their grant was in jeopardy. Additionally, their email marketing open rates were drastically underperforming. They needed help!

### Our Achievements (within 3 months):



## 2MM+ Ad Views

New people who viewed ads promoting The Lamps education program in NYC schools (220% increase in view rate)



## 353% Improved CTR

Our campaigns drove a 45% Click-Through-Rate, which was an overall 353% improvement (FYI, that's pretty unheard of)



## 600% Engagement ▲

Within 3 days of their new Grant Pro, The Lamp received more website hits than they've seen in 30 days –Like...whoa

More Success Stories!