



(<https://twitter.com/pbjmarketing>) (<https://www.facebook.com/pbjmarketing/>) (<https://www.linkedin.com/company/pbjmarketing/>) (https://www.google.com/partners/#a_profile) (<https://pbjmarketing.com/>)

CASE STUDIES

Arcus Foundation, 2016

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 helped secure a \$10,000 Google AdWords Grant for the prestigious Arcus Foundation, dedicated to the idea that people can live in harmony with one another and the

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/>).

natural world. PBJ launched a very targeted, four-month AdWords campaign focused on brand awareness nationwide.

Our Achievements (within 4 months):



1.3MM+

Impressions

People viewed LGBT and Great Ape Conservation targeted ads
(Impressions)



5,753 Clicks

People clicked on the ads to LEARN MORE on Arcus web properties
(Clicks)



28%

Engagement ▲

AdWords became the #2 source of all website traffic, driving 28% of overall visits

More Success Stories!