

South African Guide-Dogs Association for the Blind

Nonprofit Organization - Guide Dogs, Services Dogs, Autism Support Dogs, Orientation & Mobility

"Absolute experts in their field! Always professional and willing to assist. Have gone the extra mile on many occasions. Very proud to have them as our partners" - Nadia Sands, Head of Marketing, South African Guide-Dogs Association for the Blind

The Challenge

In an effort to support their fundraising efforts, Suzuki South Africa generously provides a car each year at no cost to South African Guide-Dogs Association for the Blind as a prize for their annual car raffle competition.

South African Guide-Dogs Association for the Blind approached Shaded Savanna (Pty) Ltd to assist with a Google Ads campaign to increase ticket sales and reach a wider audience.

The Approach

We created a Google Ads Search campaign and Display campaign, targeted relevant keywords with high search volume, targeted relevant in-market audience segments, created relevant Ads and Ad extensions, added an effective bid strategy, deployed advanced website and campaign tracking with Google Analytics and Google Tag Manager, and optimized the campaigns daily.



+R29k

Revenue

+500%

Return on Investment

+17.56%

CTR

The Results

More than R29 000 in revenue in a single month

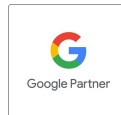
More than 500% Return on Investment

Reach 179 000 impressions

Engagement 17.56% CTR

S A Guide-Dogs needed more ticket sales, not only did we provide a great solution, we did so by exceeding Key Performance Indicators, whilst also providing excellent client service.

We have also been providing our services to S A Guide-Dogs pro-bono for over four years, and we have created, and have been managing and optimizing a Google Ad Grants account pro-bono for S A Guide-Dogs.



This information has been compiled from various sources, including Google Ads and Google Analytics, over the period of 2021/12/01 - 2021/12/31. All data represented in this case study are from marketing efforts instigated and managed by Shaded Savanna (Pty) Ltd during the stated period.