

Ronald McDonald
House Charities®

Eastern Iowa & Western Illinois

2023 ADVERTISING

Feb – Apr 2023



Facebook & Instagram

Reporting on ads running from February 6 to April 30, 2023





Facebook/Instagram Ads: Overview

- Run Dates: February 6 to April 30, 2023
- Geographic: 30-miles of Cedar Rapids, Iowa
- Age: 18-65+ | All genders
- Campaign Goal: Landing Page Views
- Spend: \$1,464.03
- Landing Page Views: 668
- Link Clicks: 1,285
- Reach: 33,311
- Impressions: 129,306




Facebook/Instagram Ads: February

- Dates Live: Feb. 6-26, 2023
- Spend: \$499.75
- Landing Page Views: 378
- Cost LPV: \$1.32
- Reach: 33.3k
- Impressions: 129.3k

 **Ronald McDonald House Charities of Eastern Iowa & Western Illinois** ... ×
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A donation to RMHC-EIWI does more than provide food, shelter, and support to families of critically ill or injured children—it keeps families close to each other and the care they need. Even the smallest donation can make a big impact, and your support is deeply appreciated by everyone who walks through our doors.



rmhc-eiwi.org
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Facebook/Instagram Ads: March and April

Dates Live: Mar. 3 – Apr. 30, 2024

Spend: \$964.28

Landing Page Views: 290

Cost LPV: \$3.33

Reach: 23.2k

Impressions: 81.7k

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 Ronald McDonald House Charities®
Eastern Iowa & Western Illinois

Your donations stay here to help keep mom and dad close to their sick child.

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Having Mom close is the best gift by far.

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Facebook/Instagram Ads: Observations

- Video is outperforming images on these platforms.
 - The top performing ad for the campaign so far was the February Baby Video.
 - Overall, video content had a better Cost per Landing Page View than the image content.
- We recommend expanding Geolocation to 40-50 miles outside of Cedar Rapids or adding additional markets.



Google & YouTube

Reporting on ads running from February 1 to April 30, 2023



Google & YouTube Ads: Overview

- Run Dates: February 1 to April 30, 2023
- Geographic: 30-miles of Cedar Rapids, Iowa
- Age: 18-65+ | All genders
- Ad Types: Search, Display, and Video

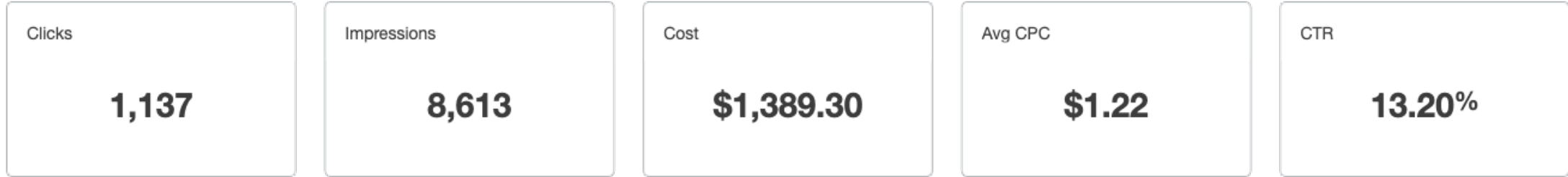
Clicks	Impressions	Cost	Avg CPC	CTR
2,515	263 K	\$2,788.67	\$1.11	0.96%



Google & YouTube Ads: Campaigns Overview

Campaigns						
CAMPAIGN	CLICKS	▼	IMPRESSIONS	COST	AVG CPC	CTR
[RMHC-EIWI] DISPLAY - Evergreen 3	1,338		185,545	\$693.42	\$0.52	0.72%
[RMHC-EIWI] SEARCH - Donation	1,137		8,613	\$1,389.30	\$1.22	13.20%
[RMHC-EIWI] VIDEO - Evergreen (Custom)	40		68,489	\$705.95	\$17.65	0.06%

Google Search Ads Performance



[Ronald McDonald House | Help Families Stay Together | Give to RMHC Charities Today | Care When They Need It Most | The Giving Heart Society | Help Keep Families Close | Make A Difference Today | RMHC Eastern Iowa Location | Donate to RMHC-EIWI](#)
Ronald McDonald House Charities - Support Us Today and Give the Gift of Togetherness. | Provide comfort, care, & kindness to families when they travel for children's medical care | Your Gift Will Live On and Make a Difference in the Lives of RMHC Families | Make a Gift to Ronald McDonald House Charities of Eastern Iowa & Western Illinois

Branded (RMHC) - Search

[Ronald McDonald House | Help Families Stay Together | Give to RMHC Charities Today | Help Keep Families Close | RMHC Eastern Iowa Location | The Giving Heart Society | Donate to RMHC-EIWI Today | Donate | RMHC-EIWI | Today | Make A Difference Now | Donate Your Old Car to Help | Donate | RMHC-EIWI](#)
Ronald McDonald House Charities - Support Us Today and Give the Gift of Togetherness. | Provide comfort, care, & kindness to families when they travel for children's medical care | Make a Gift to Ronald McDonald House Charities of Eastern Iowa & Western Illinois | Your Gift Will Live On And Make A Difference In The Lives Of RMHC Families

Donations - Search

Google Display Ads Performance

Impressions

186 K

Clicks

1,338

Cost

\$693.42

Avg CPC

\$0.52

CTR

0.72%




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Thank you from
the bottom of her
mended heart.

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Ronald McDonald
House Charities[®]
Eastern Iowa & Western Illinois

Your donations stay
here to help keep
mom and dad close
to their sick child.

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YouTube Video Ads Performance

Views

41,402

Avg CPV

\$0.02

Cost

\$705.95

Clicks


40

Avg CPC

\$17.65



Google & YouTube Ads: Observations

- All campaigns are being limited by budget daily.
 - Impressions have increased 64% in the last month.
 - Clicks in all campaigns have increased in the last month.
 - Search
 - We reduced the average cost per click in the search campaign by 37% since launch.
 - The click through rate of 13.2% in the search campaign is well above the benchmark rate of 2-3%.
 - Search impression share in the search campaign is below 10%, we will work to increase this share over the coming months.
 - Display
 - We have reduced the average cost per click in the display campaign by 27% since re-launch.
 - Video
 - The view rate of 70% in the video campaign is well above the goal of 20%.
 - The average cost per view of \$.01 is excellent and very cheap.
- 

Recommendations

- Creative needs to change more frequently. At least once per month, but ideally every two weeks.
- The current misperceptions continue to exist for RMHC-EIWI. As recommended in the marketing plan, we need to create & share a brand video that explains the need while thanking partners.
- Setup reports in Google Analytics to track conversions for these specific campaigns.
- Google Grants provides an opportunity for free dollars to supplement the ads running on Google & YouTube.



THANK YOU!



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