The Church Co

Overview

December was an excellent month for the Google Ad Grants account, with a 14.9% increase in total clicks and effectively utilizing $8,968.68 in total ad budget. There was also a 16.4% increase in local clicks with the ads contributing to a number of meaningful actions on the website, such as 22 clicks to watch church online, 4 clicks to request prayer, 4 clicks to sign up for an event, 3 clicks to get directions, 2 clicks to access youth links, 1 person clicking on 'I Said Yes', and 1 person clicking to fill out a connect card.

Recommendations

Our primary focus will remain on increasing the amount of local traffic generated. We will continue to closely monitor the performance of the grant account, make optimizations to the ad campaigns, and explore ways to further maximize the available advertising budget.

Work Done This Month

- Adjusted bidding strategies to improve performance.
- Expanded ad groups, ads, and keywords for relevant pages, programs, or events.
- Regularly managed and monitored the ad campaigns, making adjustments to improve performance.
- Regularly reviewed account to maintain compliance with all Google Ad Grants policies and guidelines.

All Analytics

Total Sessions
-9.6%
2,676

Total Users
-10.7%
1,961

Total Views
-12.7%
4,794

Organic Traffic

Total Sessions
-11.8%
962

Total Users
-10.4%
603

Total Views
-16.5%
2,042

Top Pages

Page	Views	Conversions	New Users
/	1,863	3,078	927
/calendar	421	641	68
/about	331	399	39
/devotionals	331	648	245
/beliefs	266	288	4
/church-online	242	437	127
/give	179	308	13
/ministries	130	140	9
/plan-a-visit	121	156	14
/espanol	108	206	55

Google Ads

Total Clicks
+14.9%
633

Total Cost
+7.6%
$8,968.68

Average Cost Per Click
-7.8%
$10.92

Average Cost Per Conversion
+25.7%
$4.38

Campaign Name ↓	Clicks	Cost	Cost Per Click	Cost Per Conversion	Conversions	Impressions
Performance Max - Local Audience	18	$264	$14.65	$6.99	0	0
Performance Max - Online Audience	569	$8564	$15.05	$5.34	0	0
Search - Local Audience	46	$141	$3.07	$0.80	0	0