



28 April 2023

Charitable Recycling Australia

Volunteer Drive



What we'll cover

01
Executive Summary

02
Paid Media

03
Ad Previews

01.

Executive Summary

Executive Summary

Metrics

Volunteer Drive

Lead Metrics	Google Ads	Facebook	Total
/volunteer-2023 page	36,821 clicks	6,927 clicks	43,748 clicks
/volunteer-2023-submission/ page	10,215 clicks	2,377 clicks	12,592 clicks
click on a state button	9,892 clicks	2,312 clicks	12,204 clicks

Performance summary

- In total, campaign activity delivered 43,748 clicks on ads
- 12,592 users (28.8%) went on to input interests and view the submissions page
- 12,204 (96.9%) of these users went on to click on a state button to see the list of organisations
- A total of \$37,316 media spend was delivered giving a \$3.06 cost per state button click

Known challenges

- Meta Spend Caps: being a new advertiser, Meta restricted delivery to \$75/day. This has gradually lifted through regular payments and we are now allowed \$378 p/day
- Additional search traffic was planned via the Google Ad Grants account however this was not available during the campaign

Key wins and growth

- Performance Max activity replaced the Google Discovery and Display campaigns in delivering a high volume of converting traffic
- New Meta ad sets utilising Advantage+ placements proved to perform better than manual placements and targeting selections

Next opportunities

- We recommend future activity utilise more tracking:
 - Identify which states received the most interest with event tracking
 - Implement UTM parameters on each organisation URL to allow charities to identify Charitable Recycling as a traffic referrer

02.

Paid Media

Google Ads Summary

Campaign performance

Campaign	Clicks *	Impressions	CTR	Avg. CPC	Cost	Conversio...	Conv. rate	Cost / conv.
1. CRA Paid P Max Prospecting	14,071	698,162	2.02%	\$0.29	\$4,136.41	1,176	8.3%	\$3.52
2. CRA Paid Volunteer Drive - Volunteer Informa...	11,590	87,412	13.26%	\$1.25	\$14,445.87	5,742	49.5%	\$2.52
3. CRA Paid Volunteer - High Volume	4,321	24,562	17.59%	\$1.45	\$6,278.69	2,539	58.8%	\$2.47
4. CRA Paid Display Prospecting	3,533	745,163	0.47%	\$0.41	\$1,448.66	123	3.5%	\$11.78
5. CRA Paid Volunteer Drive - Community Service	3,010	26,530	11.35%	\$1.43	\$4,314.6	1,294	43.0%	\$3.33
6. CRA Paid Discovery Prospecting	296	37,541	0.79%	\$3.24	\$960.01	130	10.5%	\$7.38

Keyword performance

Search keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversal...	Conv. rate	Cost / conv.
1. volunteer work near me	2,021	8,592	23.52%	\$1.45	\$2,936.87	1,241.23	61.42%	\$2.37
2. where to volunteer	2,272	20,595	11.03%	\$1.31	\$2,973.9	997.83	43.92%	\$2.98
3. find local volunteer opportunities	1,627	8,969	18.14%	\$1.37	\$2,235.34	929.16	57.11%	\$2.41
4. places to volunteer	1,374	12,249	11.22%	\$1.18	\$1,624.43	663.11	48.26%	\$2.45
5. volunteer opportunities near me	1,072	5,037	21.28%	\$1.46	\$1,561.49	632.99	59.05%	\$2.47
6. community service work	1,160	9,993	11.61%	\$1.59	\$1,839.17	498.68	42.99%	\$3.69
7. volunteering near me	878	6,784	12.94%	\$1.45	\$1,272.8	480.98	54.78%	\$2.65
8. volunteer options near me	884	4,477	19.75%	\$1.29	\$1,143.99	462.12	52.28%	\$2.48
9. places to volunteer near me	660	3,288	20.07%	\$1.22	\$802.69	354.98	53.79%	\$2.26
10. community volunteer work	701	6,414	10.93%	\$1.3	\$910.59	333.88	47.63%	\$2.73

1 - 10 / 56 < >

Search performance insights

- \$31,584 media spend, 9,893 state button clicks, \$3.19 cost per state button click
- Search activity drove the highest volume of impressions and clicks with high demand and interest, particularly through localised keyword variations (near me, local volunteer, where to...)
- Display and Discovery campaigns (image ads) were utilised in the first month of activity to uplift awareness.
 - Display activity was the least cost effective with the lowest conversion rate at 3.5% but delivered on its objective of providing high impression volume for awareness
 - Discovery converted well at 10.5% however, its high CPC led to a higher-than-average CPA of \$7.38
 - These campaigns were ended when Performance Max was launched to avoid channel crossover
- The Performance Max campaign delivered the 2nd highest volume, capitalising on the combination of channels it serves across (search, youtube, display, discovery, gmail) and delivering a very reasonable \$3.52 CPA

Meta Ads Summary

Ad Set performance

	Ad set name	Landing page vie...	Impressions	CTR	Cost *	Conversions	CvR	CPA	
1.	Volunteer Intake Traffic Volunteer Interests		1,233	468,664	0.26%	\$2,204.13	357	28.95%	\$6.17
2.	Volunteer Intake Traffic Charity Interests		1,185	425,810	0.28%	\$2,029.61	323	27.26%	\$6.28
3.	Volunteer Intake Traffic - Difference Message		1,630	73,139	2.23%	\$508.04	628	38.53%	\$0.81
4.	Volunteer Intake Traffic - OpShop Message		1,358	75,475	1.8%	\$495.08	388	28.57%	\$1.28
5.	Volunteer Intake Traffic - Career Message		1,521	74,127	2.05%	\$494.56	618	40.63%	\$0.80

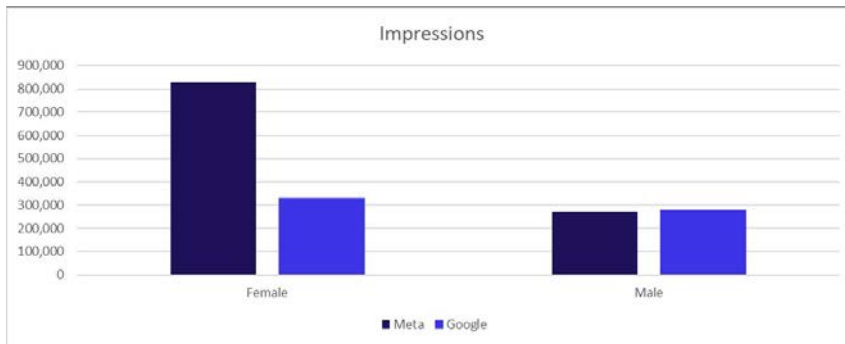
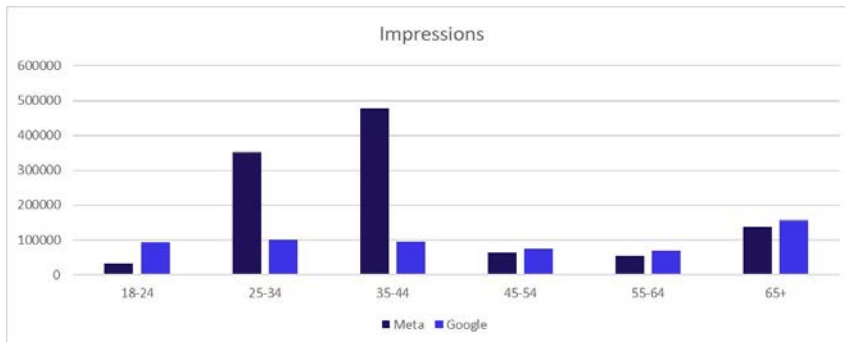
Meta performance insights

- \$5,731 media spend, 2,312 state button clicks, \$2.48 cost per state button click
- Meta activity launched targeting 2 audiences: Volunteering Interests and Charity Interests
 - These delivered high reach and impressions however the conversion rate was low and resulting cost per state button click was high (compared to Google) at \$6.22
- For the second phase we removed the previous interest targeting and allowed Facebook to optimise to a broad audience (Advantage+ placements)
- This resulted in a 649% increase in conversion rate (2.0% v 0.27%) and 85% reduction in cost per state button view (\$0.92 v \$6.23)
- For this activity, ad sets were segmented by message
- Ads with messages relating to making a difference eg 'make a difference' 'positive impact' had the stronger volume and performance closely matched by ads related to Career 'boost your skills' 'enhance your resume' etc
 - Ad copy report can be [viewed here](#)
- The resulting CPA on these new campaigns (numbered 3, 4 and 5 in the screenshot) ranged from \$0.80 to \$1.28, which is a fantastic result

Demographic Insight

Demographic performance insights

- Impressions were highest through our target age demographic of 25-44 delivering on our objective of increasing awareness to a younger audience
- 67% of impressions were served to women. This resulted in 62% of traffic from Google and 86% of traffic from Meta being from women
- Sydney and Melbourne delivered the majority of users



03.

Ad Previews

Google Ad Samples

Charitable Recycling
charitable recycling.org.au

WE NEED YOU!

Volunteer at a local Op Shop and join the circular economy movement!



Find Out Where To Volunteer Near You

Help Your Community And Make A Difference By Volunteering In Your Local Charity Store

[Learn More](#)

AD

WE NEED YOU!

Volunteer at a local Op Shop and join the circular economy movement!

Volunteer & Make A Difference

Register Your Interest In Volunteering Today And Discover The Rewards Of Giving Back

WHY VOLUNTEER IN AN OP SHOP?

Boost your career & help the environment!

Charitable Recycling

Ever Considered Volunteering?

Boost Your Skills, Expand Your Network, & Make A Difference Volunteering.

[Close](#) [Learn More](#)

DISCOVER THE REWARDS OF GIVING BACK

Become an Op Shop Volunteer today

Charitable Recycling

Ever Considered Volunteering?

Meet New People, Learn New Skills. Explore Volunteering Opportunities Near You

[Close](#) [Learn More](#)

Charitable Recycling
charitable recycling.org.au



WANT TO MAKE A REAL DIFFERENCE?

Try volunteering at your local op shop

AD

Volunteer & Make A Difference

Meet New People, Learn New Skills. Explore Volunteering Opportunities Near You

[Learn More](#)

Ad - charitable recycling.org.au

Volunteer In Your Community | {Keyword:How To Become A Volunteer}

Join The Effort To Transform Lives & The Planet By Volunteering In The Circular Economy. There Are A Variety Of Ways To Volunteer In Person Or Virtually. Register Your Interest.

Ad - charitable recycling.org.au

Volunteer In Your Community | {Keyword:How To Become A Volunteer}

Make An Impact On The Issues That Matter To You - Volunteer Within The Circular Economy! Join The Effort To Transform Lives & The Planet By Volunteering In The Circular Economy.

Ad - charitable recycling.org.au

Volunteer In Your Community | We Need Volunteer Support


Make An Impact On The Issues That Matter To You - Volunteer Within The Circular Economy! Join The Effort To Transform Lives & The Planet By Volunteering In The Circular Economy.

Meta Ad Samples

Facebook Feeds

Charitable Recycling Australia Sponsored

Did you know there are a variety of volunteer opportunities that can make a real impact in a circular economy?



YOUR LOCAL OP SHOP NEEDS YOU!

Volunteer today.
You'll be glad you did!

charitablerecycling.org.au
Find Out How To Help
We Need Your Support


Learn more

Like Comment Share

Instagram Feed

Instagram

charitablerecyclingaustralia Sponsored



YOUR LOCAL OP SHOP NEEDS YOU!

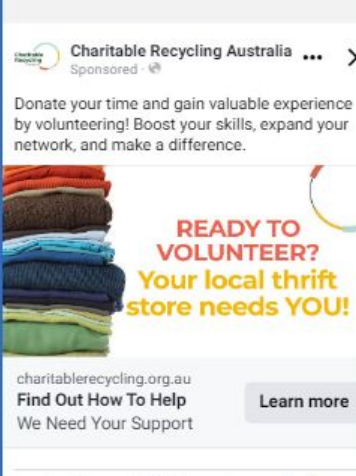
Volunteer today.
You'll be glad you did!

Learn more

charitablerecyclingaustralia Did you know there are a variety of volunteer opportunities that can make a real ... more

Charitable Recycling Australia Sponsored

Donate your time and gain valuable experience by volunteering! Boost your skills, expand your network, and make a difference.



READY TO VOLUNTEER?
Your local thrift store needs YOU!

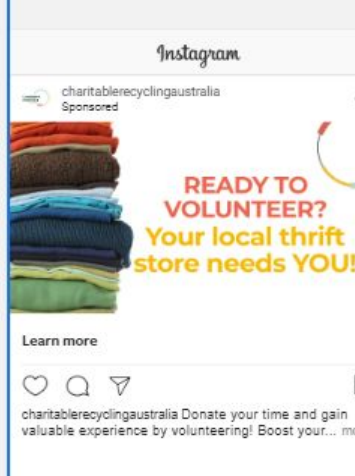
charitablerecycling.org.au
Find Out How To Help
We Need Your Support

Learn more

Like Comment Share

Instagram

charitablerecyclingaustralia Sponsored



READY TO VOLUNTEER?
Your local thrift store needs YOU!

Learn more

charitablerecyclingaustralia Donate your time and gain valuable experience by volunteering! Boost your... more



Thank you

Lyndell Day

Senior Paid Media Manager

Who we are?

At Reef Digital, we operate as an extension of your in-house digital marketing team. We make a positive and actionable impact on your strategic outcomes through reliable and transparent strategic solutions.

Our unique team structure, led by experienced digital strategists and marketers, allows us to deploy digital marketing and creative campaigns for non-profit, for-purpose, and for-good companies, both locally and globally.

We align your activities and objectives through Digital Strategy, Performance Media, SEO, Content Marketing, and Creative.

For over a decade, we have partnered with dozens of charities, and hold a leading Google Ad Grants Certification in APAC. We are truly passionate about meeting our clients where they stand, helping instigate true change with the simple aim of elevating your cause for the greater good.



@reefdigital