

# Black Pine Animal Sanctuary

*Mission: "We exist to provide refuge to displaced, captive-raised exotic animals for the REST of their lives and to educate people about responsible animal care and conservation."*



[bpsanctuary.org](https://bpsanctuary.org)



**\$60k**

Total donations\*

**467%**

Increase in newsletter subscribers

**145%**

Increase in new users

## PROJECT GOAL

Black Pine Animal Sanctuary (BPAS) sought an increase in donors, volunteers, and newsletter subscribers.

BPAS asked PromoterMotor to apply for a Google Ad Grant, set up Google Analytics, and create ad campaigns in a cost-effective way that would save time for the BPAS team.

## PROJECT SOLUTION

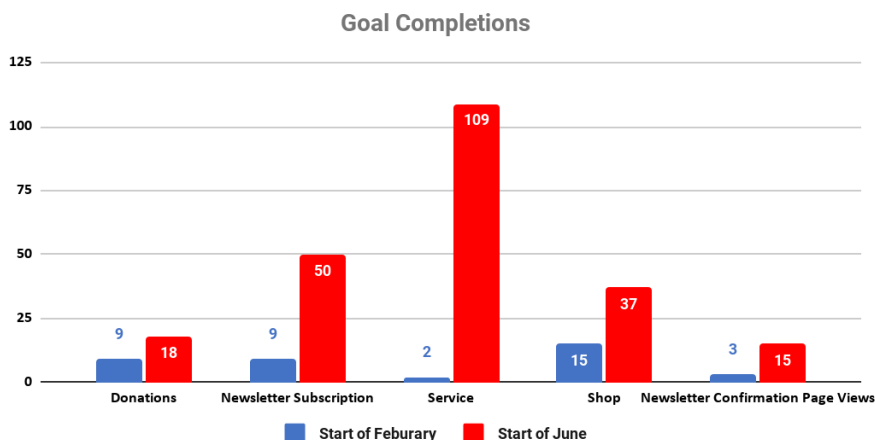
PromoterMotor applied for and won the Google Ad Grant for BPAS. This included filling out the entire several hundred step application process, finishing the necessary advertising knowledge exams, configuring the BPAS website for Google analytics and conversion tracking using Google Tag Manager.

With the Google Ad Grant, PromoterMotor has been able to reach, educate, and engage local and global audiences. With additional volunteers, donors, and subscribers, BPAS has been able to take on additional animals, such as two white tigers recovered from the "Tiger King".

*"Fundraising in a nonprofit is a numbers game, and how do you get those numbers? For a small agency like ours where we have very limited staff, when you can make this happen without having to go out and knock on doors and solicit people in-person, that's a tremendous benefit for a small agency."*

-Trish Nichols, Executive Director of Black Pine Animal Sanctuary

\*Total from all sources of engagement. Comparative dates for each metric range from the beginning of February to the start of June.



## DIRECT IMPACT

With the help of PromoterMotor, Black Pine benefitted from an increase in each of their five goals: donations, newsletter subscriptions, services, shopping, and newsletter on confirmation page views.

Over the past four months, from the first week in February to the first week in June, Black Pine saw a 416% increase in goal completions and an 85% increase in goal conversion rate with the ad implementation.

***With our services, Black Pine increased its team with sixteen new interns, a projected one-year value of \$46,400.***

## GOAL COMPLETIONS

**Donations:** BPAS saw an overall increase in donations of **100%** with a notable increase of **384%** in donations from February to May.

**Newsletter Subscribers:** There was a total of **456%** increase in newsletter subscribers, with a **467%** increase from the months of February to May. With **204** newsletter subscribers in May, PromterMotor expects to complete the full year goal in only 4.5 months.

**Service:** There was a total **5,350%** increase in engagement with services BPAS is able to provide shelter, food, and medicine as well as entertainment to animals to make sure they are safe, healthy, and happy through the addition of Google Ads.

**Shop:** There was a total **147%** increase in purchases of souvenirs, clothing, and sanctuary goods with a **283%** increase from the month of February to the month of May.

**Newsletter Confirmation Page Views:** There was a **400%** increase in newsletter confirmation page views.

*“Having such a strong presence on Google is definitely helping push the sanctuary to be recognized as a more legitimate operation.”*

- Trish Nichols, Executive Director of Black Pine Animal Sanctuary

Performance Indicators	Original Data*	Our Results	% Change
Clicks	2,376	3,496	+47%
Sessions	4,590	16,854	+267%
Impressions	33,897	46,735	+38%
Click-Through-Rate	7.01%	7.86%	+12%
New Users	3,602	12,768	+254%
Goal Conversion Rate	3.83%	5.85%	+53%

\* Information from February 2021

## CONTINUED IMPACT

An increase in engagement with Black Pine Animal Sanctuary creates a direct impact on the community and an overall positive social impact. PromotorMotor has begun tracking the social impact which new engagement can bring. This includes the support BPAS provides for its local economy. Trish Brown, Executive Director of BPAS, estimated that over **10,000 people** will visit the sanctuary over the next year due to seeing ads on Google. Since BPAS is a tourist attraction, PromotorMotor predicts that the new engagement will also provide economic value to the local economy by spending money at gas stations, restaurants, and convenience stores. This new engagement will continue to provide value over their lifetime engagement with BPAS by either returning to the sanctuary, referring others, or spreading the mission which BPAS supports. According to PromotorMotor's social impact analysis, one year's worth of new visitors could bring an estimated lifetime economic value of **\$15,000** to the local economy.

Below is an example of a high-performing ad paired with a high-performing search term and their respective sitelink extensions that allow the user to go to specific webpages:

The screenshot shows a Google search for "exotic animal sanctuary". The search results include an advertisement for "Exotic Animal Sanctuary - Animal Sanctuary Indiana". The ad features several sitelink extensions:

- Visit the Sanctuary**: Interact with wildlife safely! Bring your family and friends
- Our Animal Residents**: Get to know our fur-iends. Each one has their own personality
- About Us**: Black Pine Animal Sanctuary origin. Why we provide for exotic animals
- Why Your Support Matters**: You improve exotic animals' lives. Help us help them