

## PromoterMotor yielded 197% return on investment for AMPP using a Google Ad Grant plus paid Google Ads.

**Association for Materials Protection and Performance (AMPP)** is a global non-profit dedicated to advancing corrosion control and protective coatings through education.

**PromoterMotor** is a nonprofit-focused marketing agency that uses Google Ad Grants to drive prospective donors, members, and supporters to its clients.



**54%**

increase in store revenue

**133%**

increase in user interest and engagement

**197%**

return on investment

### AMPP's Challenge

AMPP's lead marketer faced challenges in balancing Google Ads campaigns and collaborating with other AMPP marketers due to new responsibilities. To streamline operations, PromoterMotor was brought to take over AMPP's Google Ads campaigns, including [managing the Google Ad Grant](#) and [paid Google advertisements](#).

### Goal

PromoterMotor was asked to [create compelling advertisements](#) to significantly **boost** AMPP's in-store **monthly sales** (sales of certifications, courses, memberships, and other educational materials); campaign success was measured by **Return on Investment** and **Mission Impact**.

### Actions

1. Supported 4 AMPP staff members across **3 marketing areas**: education & certification, publications, and conferences.
2. Produced **ad** and **website** copy, conducted UI/UX assessment, configured [Google Ads campaigns](#) and reported analytics.
3. Leveraged both [Google Ad Grant](#) and [paid Google Ads](#) to optimize returns for AMPP.
4. **Tracked conversions** throughout the user journey, from initial course interest to final purchase.
5. Conducted **keyword analysis** to target higher-performing keywords to increase conversions.

### Results Summary

PromoterMotor is delighted to share some truly impressive achievements resulting from exceptional work with AMPP. In 2023, monthly sales **increased by 24%** and AMPP's user interest and engagement **increased by 104%**, while the return on investment **reached 197%**.



#### Mission Impact

Educational Materials Purchased  
**4,159**



#### Return on Investment

ROI in 2023  
**197%**



#### Key Performance Indicators

Impressions      Clicks  
**75,917,125**      **5,052,834**

## Return on Investment (ROI) Results Details

In 2023, PromoterMotor's work for AMPP on their [Google Ad Grant](#) and [paid Google Ads](#) resulted in a substantial **197% return on investment**. This study compares 2023 performance data with the year before PromoterMotor's hiring (May 1, 2021 to April 30, 2022).

[Paid Google Ads](#) are paid out-of-pocket ads displayed across Google's platforms (including video, display, etc.), whereas [Google Ad Grants](#) provide eligible non-profit organizations up to \$10,000 monthly for free search ads. PromoterMotor uses paid ads to offer advanced targeting and expanded features, while the Ad Grant provides extra ad visibility to **maximize** AMPP's **reach** and **returns**.

### Data between the two time periods

Metric	Before PromoterMotor	With PromoterMotor	Increase
Conversions	1,517	4,159	174%
Conversion Value	(confidential)	(confidential)	54%
Clickthrough Rate (CTR)	2.86%	6.66%	133%

### Data & Inferences

<p style="text-align: center;"><b>Conversions</b> (number of sales in the AMPP online store)</p> <p style="text-align: center; color: green; font-weight: bold;">174% increase</p> <p style="text-align: center; font-weight: bold;">Materials Usage Soared!</p> <p>As a result, AMPP was able to deliver more diverse educational resources to professionals in the corrosion industry.</p>	<p style="text-align: center;"><b>Total Conversion Value</b> (earnings generated from sales on the AMPP online store)</p> <p style="text-align: center; color: red; font-weight: bold;">54% increase</p> <p style="text-align: center; font-weight: bold;">Sales Surged!</p> <p>As a result, AMPP improved professionals' education, preparing them for industrial and commercial materials protection jobs.</p>	<p style="text-align: center;"><b>Clickthrough Rate (CTR)</b> (the ratio of clicks an ad receives to the number of times it is shown)</p> <p style="text-align: center; color: blue; font-weight: bold;">133% increase</p> <p style="text-align: center; font-weight: bold;">Engagement Shot Up!</p> <p>Consequently, AMPP connected with a broader audience that benefited from AMPP's resources.</p>
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### Example High Performing Ad: Essential Foundations Course for Corrosion Industry Workers

Sponsored



[www.ampp.org/cor-foundations](http://www.ampp.org/cor-foundations)

#### Learn Basic Corrosion Skills - Basic Corrosion - AMPP

The new Corrosion Foundations credential from AMPP will help you get started. Join the industry with the new Corrosion Foundations credential from AMPP. View Events. Enhance your career.

Learn practical skills. Register today.

[AMPP Standards](#) · [AMPP Events](#) · [AMPP YouTube Channel](#) · [AMPP Forefront](#)

## Mission Impact (MI) Results Details

Mission Impact highlights AMPP's significant positive social contribution to communities worldwide, further amplified by PromoterMotor.

### PromoterMotor:

1. Recognized the nuances of nonprofits' **double bottom line**.
2. Acknowledged the **importance of metrics** for tracking progress toward the mission objectives.
3. Demonstrated commitment to success through **impactful social contributions** highlighted by Mission Impact.

### Career Empowerment

PromoterMotor drove a **174% increase** in the number of AMPP **materials distributed** to industry professionals, elevating their knowledge.

More professionals are recognizing the value of AMPP's education materials. With the increased distribution, new professionals are empowered with **tailored learning experiences**: utilizing cutting-edge technology and learning industry standards for materials protection to enhance their **expertise** and **proficiency**.

### Elevating AMPP's Reach

PromoterMotor expanded AMPP's reach by strategically delivering impactful ad campaigns to a global audience, resulting in a **133% increase in user interest and engagement** with professionals in 2023.

**Enhanced skills** and **knowledge** in corrosion prevention lead to safer, more cost-effective practices in their fields. AMPP ensures that public and commercial spaces are safe for the average individual to interact with.



**"PromoterMotor** handled Google Ads campaigns for AMPP excellently. They have saved our team time and yielded an impressive **197% return on investment** for AMPP. Plus, they've become an **indispensable** part of our team, and we can't imagine getting these results without their help on both Google Ad Grants and regular Google Ads."

**Lydia Prazak**, Senior Manager, Marketing Technology

Maximize your nonprofit's potential! PromoterMotor leverages Ad Grants and Paid Google Ads to boost your mission's reach, providing premium solutions tailored for larger nonprofits. Elevate your impact today - contact us at the email address or website below your free consultation!