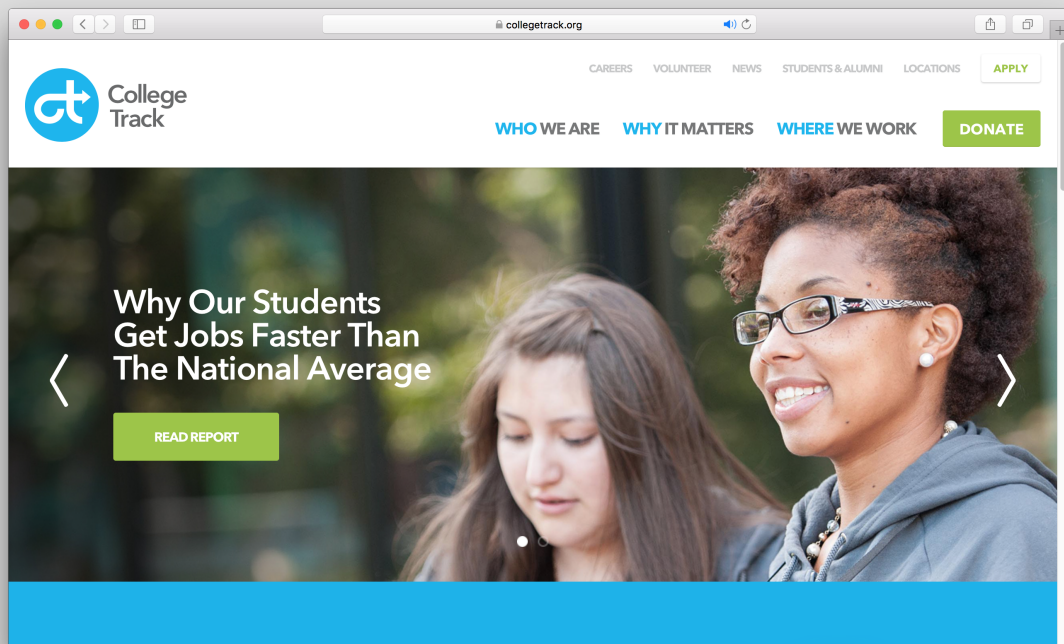


Select Page



College Track is a non-profit organization teaching students the skills necessary to succeed in college and beyond.

2050%

Increased conversions year over year by 2,050% from 6 to 129

79%

Increased their annual Google Grant spend by 79.11% from \$23,714 to \$42,475.29.

92%

Decreased their cost per conversion year over year by 91.67% from \$3,952 to \$329.24.

2.9

Obtained an Average Ad Position of 2.9 - Despite Google's bid limitation of \$2.00

400%

Increased online donations by 400% from 2 to 10.

Partner And Their Challenge

College Track is a non-profit organization that recruits students from underserved and underprivileged communities and works with them from the summer before 9th grade through college graduation. College Track teaches students the skills necessary to succeed in college and beyond.

After having minimal success trying to manage their Adwords account and utilize their Google Grant, they came to Intuitive Digital in 2015 for our expertise in PPC advertising.

Their biggest goals were to:

- Drive and grow awareness of the organization.
- Increase donations.
- Better target their specific audiences.

Intuitive Digital's Solution

The first step was to build out their AdWords account. Our priority was to increase College Track's brand awareness, within their core demographics. College Track has locations in 3 states, so we targeted California, Colorado, and Louisiana, in addition to a nationwide awareness campaign.

In order to make consistent improvements in ad performance we went to work deploying highly successful strategies that included: regular A/B ad testing, expanded text ads implementation, day/time/device bid adjustments, direct ROI bid strategies, monitoring search terms to expand targeted keywords and sculpt the negative keyword list.

Our work with College Track Google Grant Adwords account earned us a spot as a [finalist for the 2017 US Search Awards](#) for work in the 3rd sector.

Related Case Studies



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