



April 12, 2021

Dr. Markus Pfeiffer
Regent University
1000 Regent University Drive
Virginia Beach, VA 23464

Dr. Pfeiffer:

KDB Consulting is excited to share results of the Google Ad Campaign for the Foodbank of Southeastern Virginia. As promised, we are delivering results that will position your non-profit organization as the premier service provider in the Hampton Roads. The data included in this report show the overall performance for the ad campaign that ran from February 21-March 25, 2021 and has shown a steady increase in visitors, duration on the page, and calls to the office.

Adjustments were made periodically during the campaign to maximize the success of the project. The ad campaign was very successful, and my recommendation is that the Foodbank consider future campaigns to highlight your signature events like Legal Food Frenzy, Mayflower Marathon, Hunger Action Month, and Feeding America Program.

We monitored the site daily over daily and we have yielded results promised at the onset of the campaign. If I can be of service to you, please feel free to contact me at (252) 532-4027.

Sincerely,

Kimberly D. Bracy

Kimberly D. Bracy
KDB Consulting, President and CEO
Email: kdbconsulting@gmail.com
Website: www.kdbconsulting.com

Foodbank Google Ad Final Report

Company Overview

KDB Consulting is a 10-year-old firm based in Portsmouth, Virginia. It serves the mid-Atlantic region and with the continued advancement of electronic communication, also has clients across the country and abroad. KDB Consulting envisions, communicates and delivers marketing messages in a direct, strategic and creative way. Our graphic and web design solutions include: brand development with logos and guidelines, print ads, sales collateral, brochures, direct mail, annual reports and publications, trade shows, website design and development, hosting, website maintenance, email marketing and email newsletters.

Our years of experience with government agencies, educational institutions, entertainment venues, museums, hospitality and tourism and workforce development continue to expand to new spheres of design for communication with style and impact.

Google Ad Development: Process Overview

KDB Consulting began developing creative for ads, content for websites, and public relations campaigns over 10 years ago. We have an extensive background in website and social media content as well as ad design and placement. To ensure that all project objectives were met we followed our refined development process.

1. Discovery: We met with our client, Dr. Markus Pfeiffer and outlined deliverables.

Additionally, we clarified goals and objectives.

Discovery Deliverables

- Project Kickoff
- Website search and analysis

- Technical Review and Analysis
 - Persona development
 - Defined goals/objectives for the ad
2. Phase 2: KDB focused on ad designed, keywords, search phrases and development of an initial Live Ad Report.

Phase 2 Deliverables

- Live Ad Report
 - Review of Analytics
3. Phase 3: Explore and review ad progress since launch.

Mid-Project Deliverables

- Mid-Project Report (to include ad refinement)
 - Review of Analytics
 - Recap of Changes
4. Final Report: Provide Client Final Results
- Final Report to Include Data and Recommendations

Google Ad Final Report

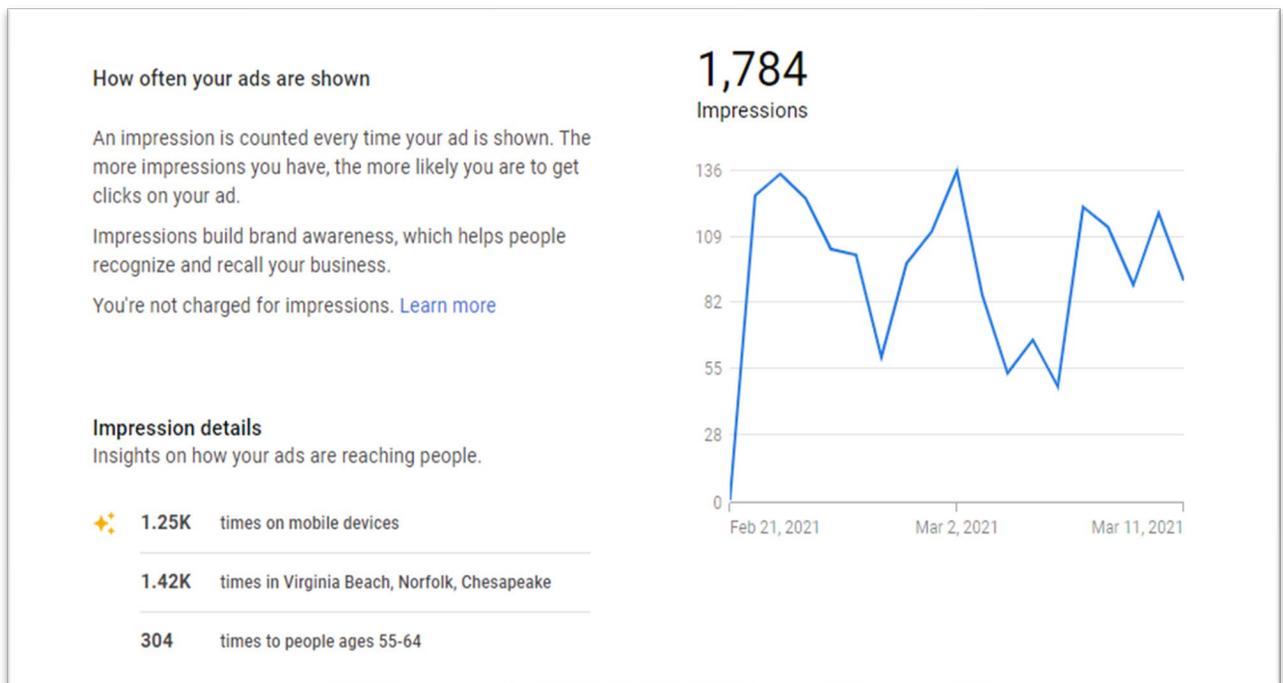
KDB Consulting was contacted by Dr. Markus Pfeiffer of Regent University in January 2021 to launch a Google Ad Campaign for a client. The client, Foodbank of Southeastern Virginia and the Eastern Shore. Our team has carefully reviewed the Foodbank's website and taken into consideration the goals shared with us on behalf of the organization. With those needs in mind, a Google Ad was launched on February 21, 2021. We are specifically targeting driving traffic to the site's "How to Help" landing page. This page is all encompassing and is a great starting point for visitors wanting information, desiring to make donations and seeking to volunteer. Our team carefully also reviewed the key performance indicators of the ad for approximately four weeks. In addition to our team at KDB, we were supported in this effort by two key players from the Foodbank Dr. Ruth Jones Nichols, Ph.D., president and CEO, and Angela Blue, senior director of Public Relations.

Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America™ and the Federation of Virginia Food Banks, has been providing food for people experiencing food insecurity throughout Southeastern Virginia and on the Eastern Shore. The Foodbank has distributed over 360 million pounds of food equating to over 300 million meals throughout our 4,745-square-mile service area.

From a timing standpoint the success of this ad was very critical. We are one year into a pandemic and donations to non-profit organizations have decreased substantially. We are pleased to share that the data presented indicates the overall success of the campaign including an increase showing increases in traffic to the website and calls to the organization This is precisely what we had hoped to accomplish.

We were able to stay well within your budget wisely using the allotted \$150.00 and securing an additional \$150.00 Google Coupon. We were delighted to provide you with a campaign valued at \$300. In comparing the numbers from midpoint of the campaign to the conclusion the ad impressions increased by 72%, from 1,784 to 3,064. Taking into the consideration, the ad when originally launched was done at a very conservative pace. At the midpoint, we updated the keywords and phrases and ad content. Additionally, we added high-quality graphics to the ad which personalized the ad to directly speak to donors or those seeking information about the Foodbank.

Impressions (as of March 11, 2021)



Impressions (Ad of March 25, 2021)

How often your ads are shown

An impression is counted every time your ad is shown. The more impressions you have, the more likely you are to get clicks on your ad.

Impressions build brand awareness, which helps people recognize and recall your business.

You're not charged for impressions. [Learn more](#)

Impression details

Insights on how your ads are reaching people.

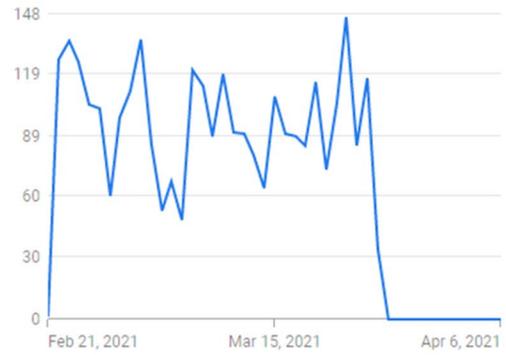
🌟 2.14K times on mobile devices

2.38K times in Virginia Beach, Norfolk, Chesapeake

516 times to people ages 55-64

3,064

Impressions



Comparison Data from Foodbank (January 21-February 5, 2021)

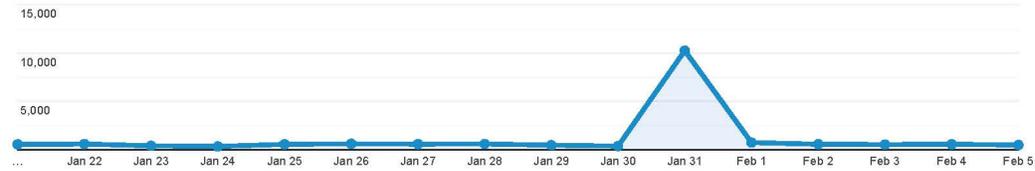
Audience Overview

All Users
100.00% Sessions

Jan 21, 2021 - Feb 5, 2021

Overview

Sessions



Sessions

18,035



Users

7,097



Pageviews

34,229



Pages / Session

1.90



Avg. Session Duration

00:01:10



Bounce Rate

77.24%

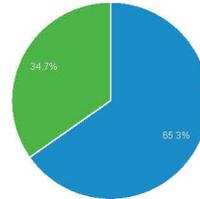


% New Sessions

34.73%



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-us	11,708	64.92%
2. en-gb	2,382	13.21%
3. en	334	1.85%
4. de-de	274	1.52%
5. de	259	1.44%
6. fr-fr	253	1.40%
7. es-es	245	1.36%
8. it-it	209	1.16%
9. tr-tr	174	0.96%
10. en-ca	152	0.84%

Comparison Data from Foodbank (February 5-March 5, 2021)

Audience Overview

All Users
100.00% Sessions

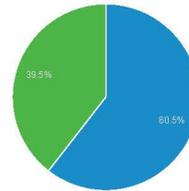
Feb 21, 2021 - Mar 5, 2021

Overview

Sessions



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	6,521	96.27%
2. en	131	1.93%
3. es-us	22	0.32%
4. en-gb	21	0.31%
5. zh-cn	17	0.25%
6. es-419	15	0.22%
7. en-au	9	0.13%
8. en-ca	9	0.13%
9. c	6	0.09%
10. es-es	5	0.07%

Final Comparison Data from Foodbank (February 21-March 21, 2021)

Audience Overview

All Users
100.00% Sessions

Feb 21, 2021 - Mar 21, 2021

Overview

Sessions



Sessions

13,691

Users

9,141

Pageviews

41,563

Pages / Session

3.04

Avg. Session Duration

00:02:36

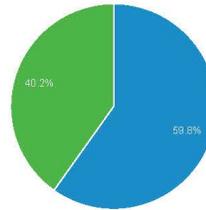
Bounce Rate

48.27%

% New Sessions

59.82%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	13,128	95.89%
2. en	255	1.86%
3. en-gb	52	0.38%
4. en-ca	45	0.33%
5. es-us	35	0.26%
6. zh-cn	34	0.25%
7. ru-ru	28	0.20%
8. es-419	24	0.18%
9. en-au	21	0.15%
10. ko-kr	11	0.08%

Google Ad Layout (as of February 21, 2021)

Ad preview

Norfolk Food Bank | A Community Food Bank | Food Bank for the Needy
<https://foodbankonline.org/how-to-help/>

Donations Are More than Welcome in Our Food Bank. Call Us for Information Today! Foodbank of Southeastern Virginia is a Food Bank for the Less Fortunate.

Revised Layout (March 11, 2021)

Ad preview

Foodbank of Southeastern VA | A Community Food Bank | Locations Conveniently Located
<https://foodbankonline.org/how-to-help/>

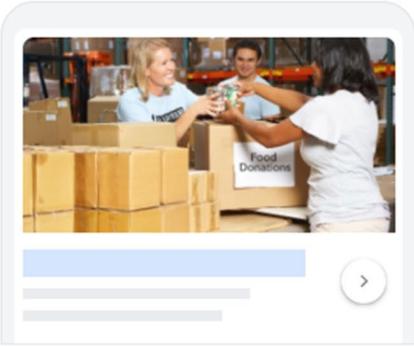
Donations Are More than Welcome in Our Food Bank. Call Us for Information Today! Foodbank of Southeastern Virginia- Eliminating Food Insecurity in our Community

Photos/Graphics Add to Enhance the Ad Appeal

AD TEXT **IMAGES** LANDING PAGE BUSINESS INFO

Include images in your ads to reach more people across Google and on Google partner websites. [Learn more](#)

Rectangular Images
Required to show images in your ads. Add up to 3.



[See more ad formats with images](#)

Square Images

Final Keywords and Search Phrases

Status	Phrases	Impr.	↓ Clicks	Spend
<input checked="" type="checkbox"/>	foodbank southeastern virginia	372	104	\$45.62
<input checked="" type="checkbox"/>	food bank norfolk	64	15	\$12.19
<input checked="" type="checkbox"/>	foodbank	46	12	\$9.76
<input type="checkbox"/>	foodbankonline	17	9	\$2.37
<input checked="" type="checkbox"/>	food bank	60	8	\$5.44
<input checked="" type="checkbox"/>	food bank	166	8	\$3.40
<input checked="" type="checkbox"/>	food bank near me	61	6	\$5.01
<input checked="" type="checkbox"/>	southeastern food bank	24	6	\$5.30
<input checked="" type="checkbox"/>	food bank virginia beach	30	5	\$4.53
<input checked="" type="checkbox"/>	food bank website	6	5	\$1.16
<input checked="" type="checkbox"/>	food banks near me	26	4	\$5.99

<input type="checkbox"/>	help food banks	8	4	\$1.93
<input type="checkbox"/>	food bank norfolk va	13	3	\$1.85
<input type="checkbox"/>	foodbank norfolk	8	3	\$1.84
<input checked="" type="checkbox"/>	foodbank of southeastern virginia	8	3	\$2.27
<input checked="" type="checkbox"/>	norfolk food bank	10	3	\$5.80
<input type="checkbox"/>	virginia beach food bank	13	3	\$1.77
<input checked="" type="checkbox"/>	food banks norfolk va	4	2	\$1.23
<input type="checkbox"/>	tidewater food bank	1	1	\$0.31
<input type="checkbox"/>	foodbank of southeastern virginia and the eastern shore	1	1	\$0.82
<input type="checkbox"/>	food bank southeastern virginia	1	1	\$0.35
<input checked="" type="checkbox"/>	when is the food bank	2	1	\$0.64
<input checked="" type="checkbox"/>	food pantry for	32	1	\$0.35
<input checked="" type="checkbox"/>	southeastern food bank	2	1	\$0.83
<input checked="" type="checkbox"/>	food bank delivery	2	1	\$1.25

Recommendations to Client

The aforementioned results indicate it would be beneficial for The Foodbank to plan and execute Google Ad Campaigns in the future. It was a relatively low-cost investment that was very successfully in raising awareness of your organization and positioning you to increase donations of food and money. Timing was very important. We are still in the midst of a pandemic and there are many families facing food insecurity and in need of additional support. KDB welcomes the opportunity to assist you with achieving your Marketing and Public

Relations goals in the future. KDB Consulting prides itself in organizing project milestones, delegating task and meeting deadlines. Our ultimate goal is always to meet the final delivery deadline without ever compromising the quality of work.

Appendix

Reflections

The Google Ad Report was a challenging and rewarding assignment. For the most part the set-up and monitoring were uneventful. It was exciting to be able to see decreases in impressions and be able to make changes accordingly. From a personal standpoint, my ad was performing well and at different points I was concerned about staying within the budget provided. The matching of funds the Google Ad coupon provided helped to alleviate that stress.

The biggest challenges with the project were listening to the client's needs and spending the time needed to research the Foodbank's online presences. When I initially started the project I worked on the project without speaking with anyone at the Foodbank. About a week or two into the project, I reached out Dr. Ruth Jones Nichols, Ph.D., the president and CEO. To my surprise, she was very receptive and introduced me to the senior director of Public Relations. The support of the Foodbank Team was very instrumental in the success of the campaign. The Foodbank requested copies of my work and provided feedback to help me honor the branding guidelines and their messaging. They also provided me with their internal data pulled at the mid-point and end of the campaign.

Lastly, I plan to provide a copy of my final report to The Foodbank. I believe the results of this campaign will encourage them to launch Google Ad Campaigns in the future. This was a relatively low-cost investment that was very successful in raising awareness of The Foodbank and positioning the organization to increase donations of food and money. This ad campaign also was important from a timing perspective. We are still in the midst of a pandemic and there are many families facing food insecurity and in need of additional support. I am very proud of the results of this campaign and thankful to have the opportunity to introduce The Foodbank various

personas from families in need to donors. The ad was a “win-win”. Thank you for this challenge.

I learned skills I will use in the future.