

Case Study #3

Foundation Managing The Grant Internally

"Grant Results With & Without Locomotive"



About The Client

- **Client Since:** 2019 – Current
- **Mission:** Community Rehabilitation/Support Foundation (Non-Profit)
- **Location:** National (Provincial Focus)
- **Grant Spend (with Locomotive):** \$7,041.92

The Scenario

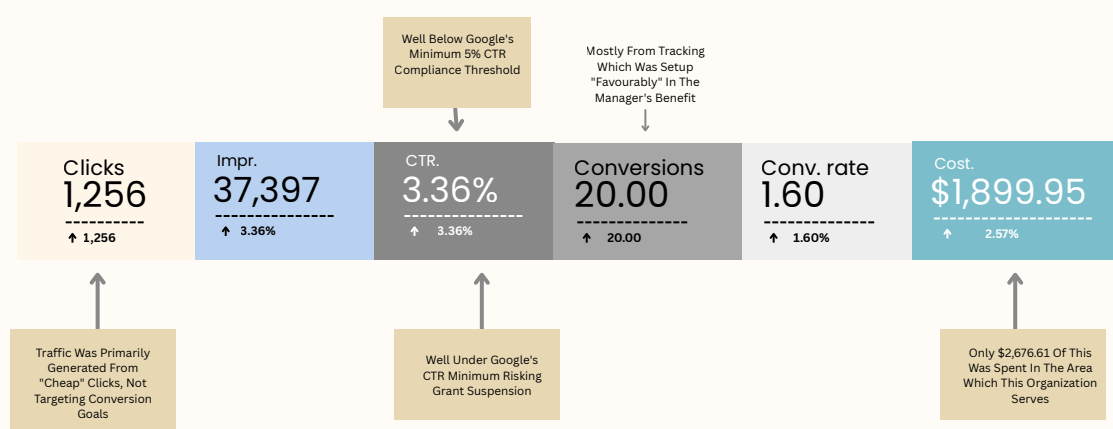
This non-profit organization successfully applied for and received the Google Grant. As a foundation with substantial internal resources, they chose to manage the grant on their own during a single quarter that was particularly significant to their mission, with the expectation of strong results.

Unfortunately, the outcomes did not meet their digital goals, and performance fell short of expectations. Operating below Google's compliance benchmarks, the organization decided to pause the account and subsequently reached out to Locomotive for support. Our engagement began during the same important quarter the following year.

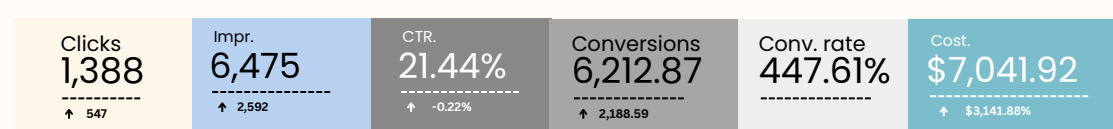
The comparison below highlights the difference between the grant's performance when managed internally versus under Locomotive's management, both during this key quarter.

Please note: To protect the organization's privacy, sensitive information and data have been omitted. All charts are direct exports from the official Google Ads dashboard

Operating The Grant Internally



Locomotive Operating The Grant Next Year (same quarter)



Main Takeaways

This quarter delivered far more tangible results. Low-intent targeting was replaced with a high-intent, conversion-focused strategy. New conversion goals were established, enabling Google's algorithm to deliver more precise targeting and ad impressions.

The key CTR metric rose dramatically from 3.36% to 21.44% following these account optimizations. Conversions increased from just 20 to more than 6,000, with most users completing significant—and often multiple—actions on the foundation's website, all tracked through properly configured goals.

The foundation was highly satisfied with the results. This period clearly demonstrated the difference between managing the grant internally and working with Locomotive's expertise.

Under Locomotive Management



Their Success Story

Since the launch of their optimized campaigns, this foundation has achieved exceptional growth and strong utilization of their Google Grant. The metrics above highlight significant improvements across all areas—most notably in conversions, which skyrocketed to more than 66,000 meaningful actions. Alongside this, the account delivered over 37,000 clicks and achieved a CTR of 9.75%, well above Google's compliance threshold.

Compliance & Performance

The account has remained fully compliant, with targeting and conversion tracking aligned to Google's standards. The high 178% conversion rate further demonstrates that traffic was not only relevant, but highly engaged—ensuring that each dollar of grant spend drove measurable impact.

Ongoing Partnership

This foundation continues to be a valued client, and we take pride in contributing to their mission. By leveraging Locomotive's expertise, they've turned the Google Grant into a powerful tool for sustainable growth and engagement.

This case study underscores the transformative results that can be achieved through the strategic, long-term management of the Google Grant.