

Case Study #2

The Immediate Traffic Jump

"Quarterly Results From A New Grant Account"



About The Client

- **Client Since:** 2022 - Current
- **Mission:** Community Programming/Resources (Non-Profit)
- **Location:** Provincial (non-national)
- **First Quarter Spend (with Locomotive):** \$10,666.22

The Scenario

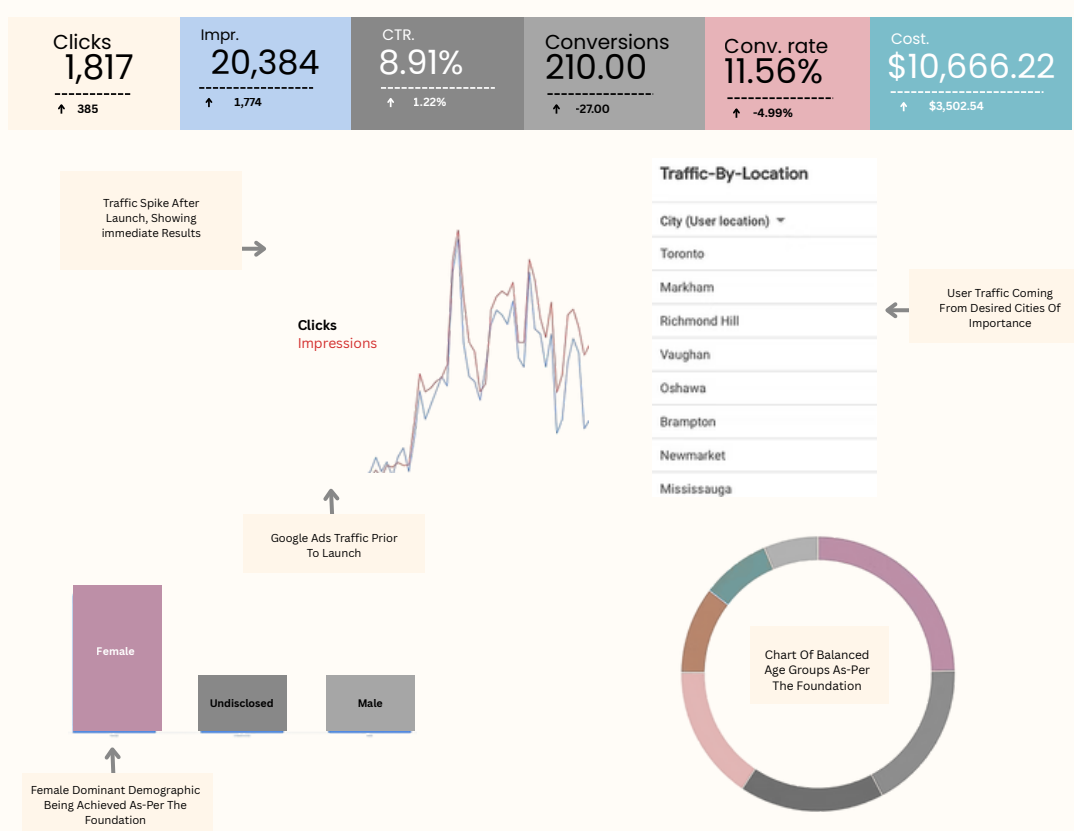
Like many of our wonderful Google Grant clients, this new client was referred to us by another non-profit we currently work with. They had recently been approved for the Google Grant, but were unsure how to make the most of it.

Our team took the time to understand their demographics, goals, and mission, and worked collaboratively to design a series of campaigns tailored to achieving those goals.

The results below reflect the first three months of the account's operation, during which their website traffic increased by 151.4% compared to their previous non-Google Ads traffic.

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

Grant Account Launch (First Quarter)



Main Takeaways

The client experienced an immediate spike in total website traffic across their entire site. Their previously dormant Google Grant account quickly began delivering relevant, high-quality traffic to support their foundation's mission.

Target audiences were successfully reached across all key demographics—including location, gender, and age—demonstrating both search relevance and campaign effectiveness.

From the outset, all compliance metrics and guidelines were carefully followed, ensuring the account launched in full good standing with Google.

Under Locomotive Management



Their Success Story

Since late 2022, this foundation has experienced steady growth and strong utilization of their Google Grant. The metrics above highlight consistent improvement across all key areas—most notably in the click-through rate (CTR), which increased from an already solid 8.91% in their first quarter to a lifetime average of 11.31%. This represents a 27% improvement in CTR over time, placing the account well above Google's 5% compliance threshold.

Compliance & Performance

The account has consistently maintained good standing with Google's compliance benchmarks, experiencing no interruptions, risks of suspension, or policy notices.

Ongoing Partnership

This non-profit continues to be a valued client, and we take great pride in supporting their success. We thank them for trusting Locomotive to deliver high performance while maintaining full compliance with Google's requirements.

This case study demonstrates what can be achieved through the effective, short & long-term use of the Google Grant.