

Case Study #1

Google Partner | Locomotive.

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The Long-Time Client

"Taking Over A Client Under Poor Management"



About The Client

- **Client Since:** 2018 – Current
- **Mission:** Community Programs & Services (Non-Profit)
- **Location:** Local Area (non-national)
- **Grant Spend (with Locomotive):** \$309,297.97 as of August 2025

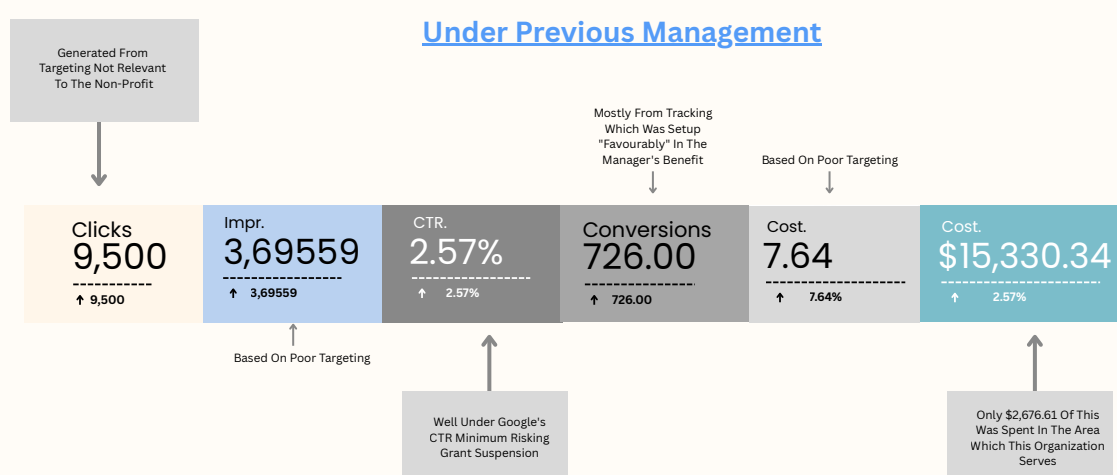
The Scenario

Growing frustrated with poor results and a strained working relationship, this client reached out to Locomotive for assistance with their Google Grant account.

At the time, their account was being poorly managed, putting it at risk of suspension for failing to meet Google's minimum performance metrics.

Locomotive conducted a courtesy Account Audit and uncovered significant issues with the account's management. Some of the most concerning findings included:

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



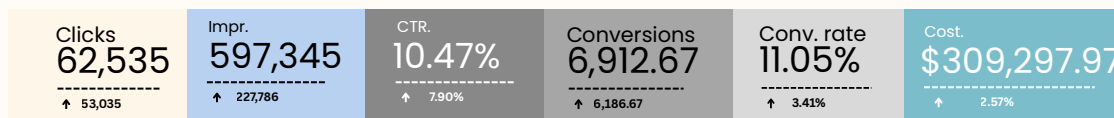
Main Takeaways

The client was at risk of having their grant suspended by Google due to not meeting performance benchmarks

Only 17.46% of their traffic was coming from the region which they serve

Traffic discovery found the keyword targeting to be mostly irrelevant to their organization

Under Locomotive Management



Their Success Story

Since 2018, this non-profit has achieved great success with its grant, utilizing over \$300,000 (as of Summer 2025). Funds have been strategically allocated to the locations most important to their mission, supported by refreshed ads and refined targeting that have helped them reach key organizational goals.

Compliance & Performance

From a compliance perspective, the organization is no longer at risk of suspension. Their click-through rate now consistently exceeds the minimum 5% benchmark, ensuring the grant remains in good standing.

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, long-term use of the Google Grant.