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Case Study | Google Adwords

Using Google Adwords to Drive Petition Signatures

Helping Amnesty to call on the Egyptian authorities to release Peter Greste and his Al Jazeera colleagues immediately and unconditionally.

Background

Australian journalist Peter Greste and his Al Jazeera colleagues Mohamed Fahmy and Baher Mohamed were unfairly jailed in Egypt under the guise of terrorism-related charges for 'airing misleading news' about Egypt's political situation.

**AMNESTY
INTERNATIONAL**



About Amnesty

Amnesty International is a worldwide movement of people campaigning to protect human rights.

Amnesty have a vision of a world in which every person enjoys all of the rights stated in the Universal Declaration of Human Rights and other international human rights standards.

Goals

- Drive petition signatures
- Increase awareness of campaign

Approach

- Added campaign to Google Adwords
- Monitored keyword and creative performance
- Optimised campaign to maximise return

Results

- More than 700 signatures

About Digital Ninjas

We work with organisations to understand their digital marketing requirements and help them to deliver measurable results.

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Peter Greste and Mohamed Fahmy | Al Jazeera

Challenge

- With 72 hours to go before the 3 journalists were due to appear in court it was clear that there was going to be significant media interest in the case
- Amnesty were already gathering signatures, calling on President Abdel Fattah al Sisi to immediately release these three prisoners of conscience, jailed solely for the peaceful exercise of their right to free expression.
- With media coverage of the trial and the verdict looming, interest from members of the public was likely to be heightened
- Amnesty needed to generate as much traffic as possible to ensure maximum public support for Greste and his colleagues

Solution

- Google Adwords campaign activated at ninja speed to drive traffic to petition landing page and generate petition signatures
- Pro-active monitoring and optimisation of keywords and ad-copy over the critical 72 hour period

Ninja Skills Used

- Fast response campaign deployment
- Testing of goal conversion funnel for petition signature
- Follow up reports and client briefing

Results

- More than 700 additional signatures in a 10 day window



"We're very happy to be working with the team at Digital Ninjas. Their quick turnaround for our tactical campaigns has lead to a measurable uplift in results for Amnesty Australia."

Caroline, Supporter Acquisition Manager

