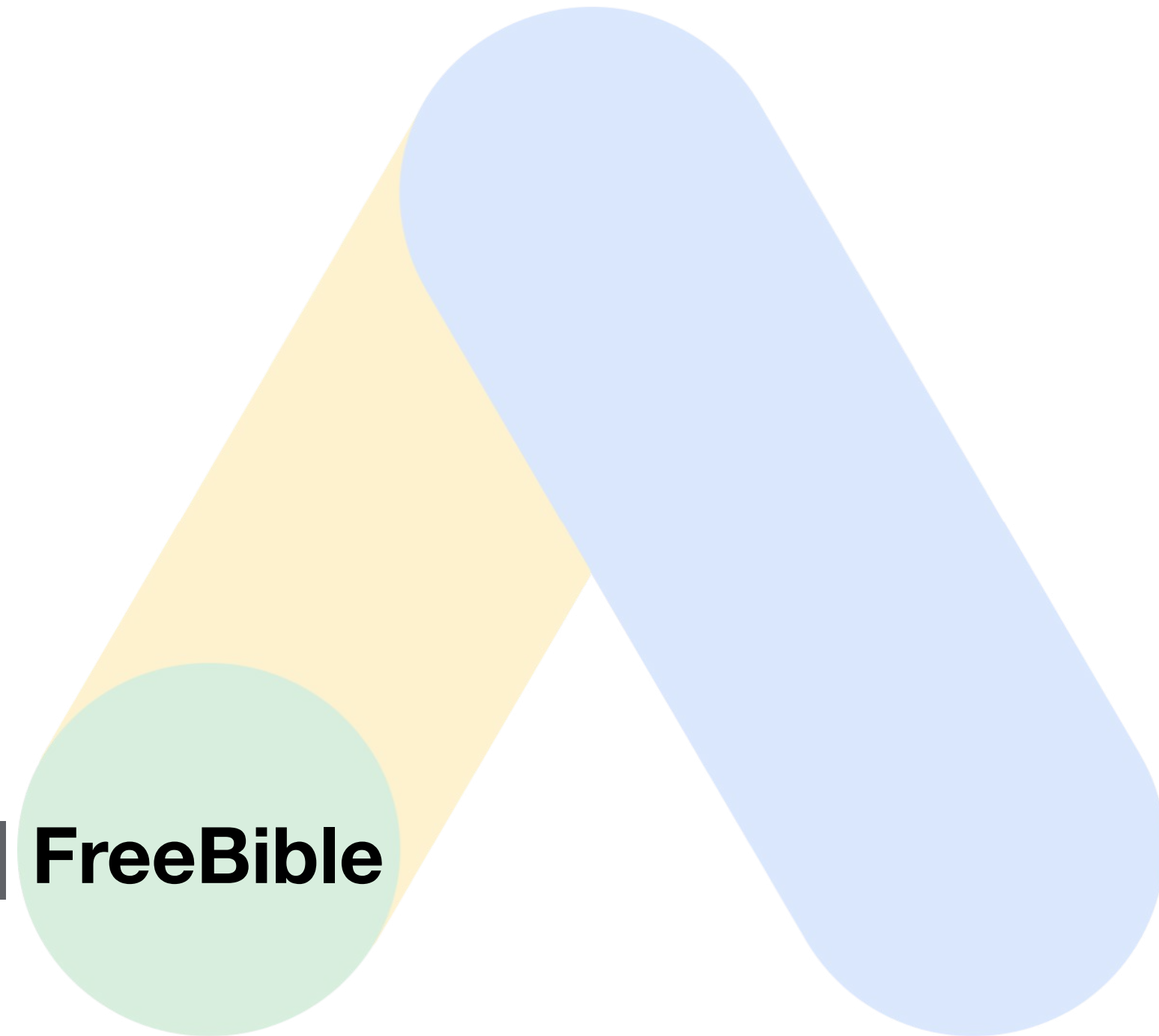
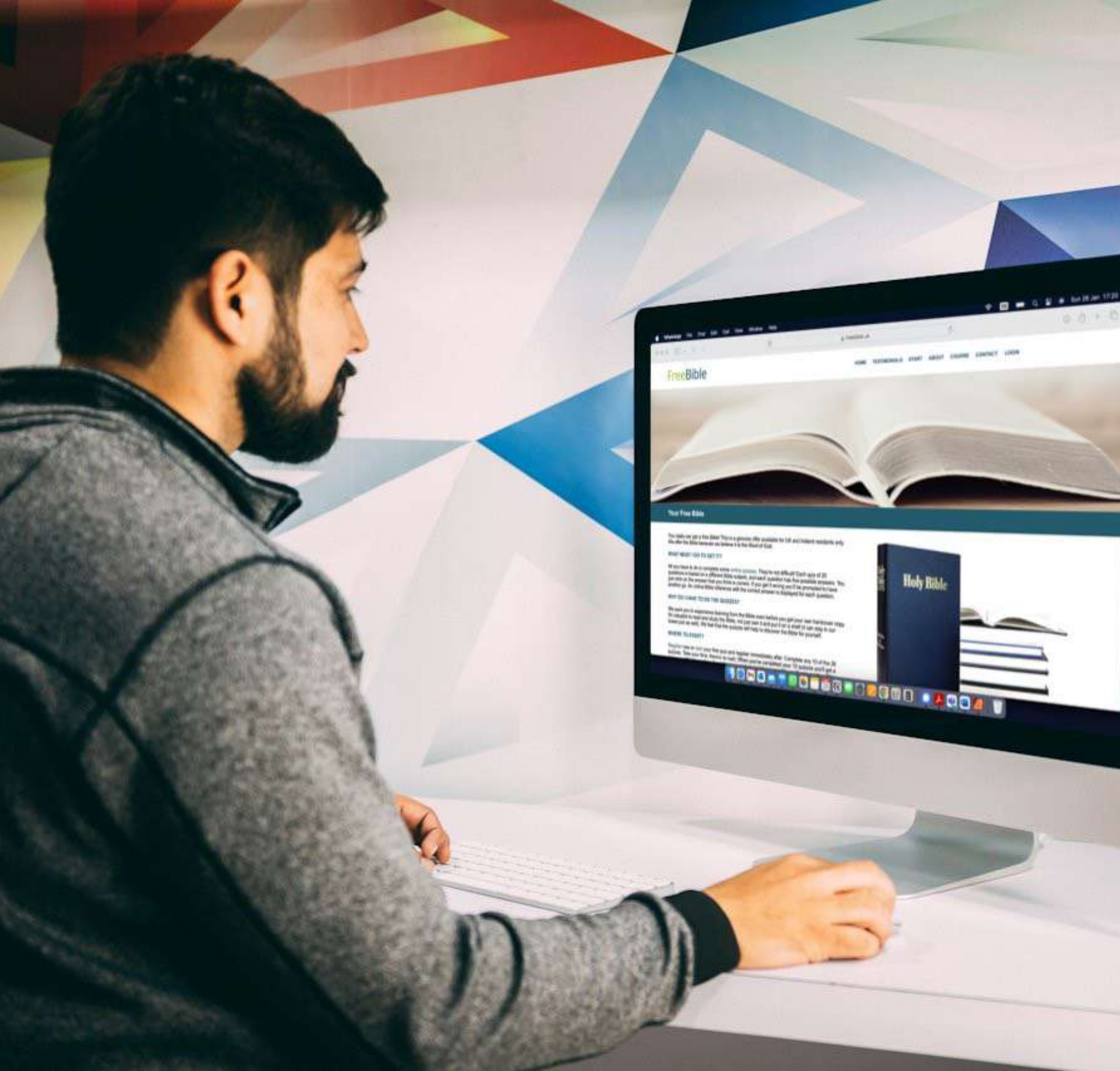




Using Google Ads in Your Ministry

Christian Salcianu
British Union Conference
Adventist Discovery Centre | FreeBible





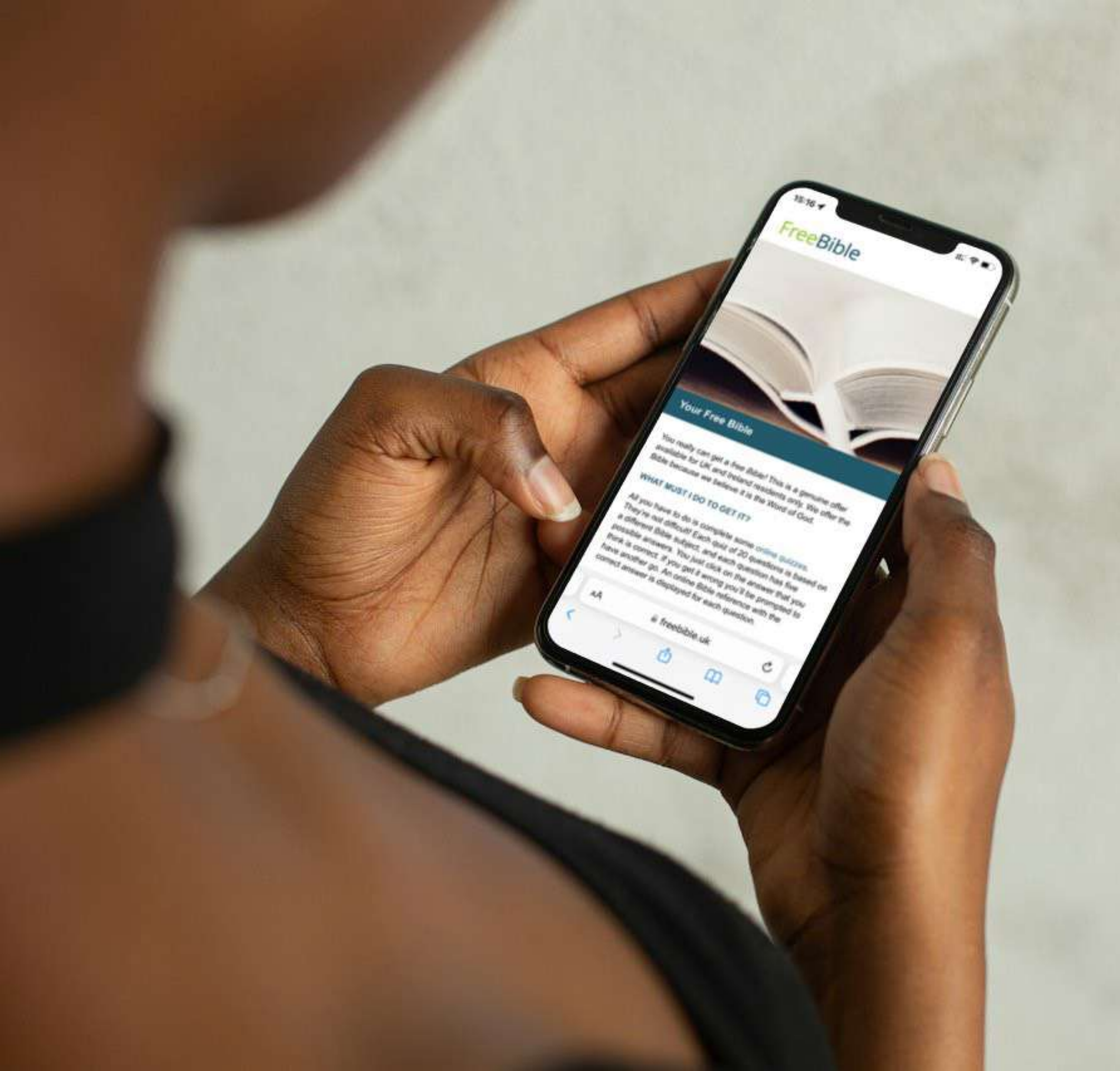
FreeBible.uk

The users complete some online quizzes.

10 quizzes done, the Bible is theirs!

All are potential contacts.





FreeBible

2023

Registrations

People who visit our website and register with a confirmed email address.

R

Completions

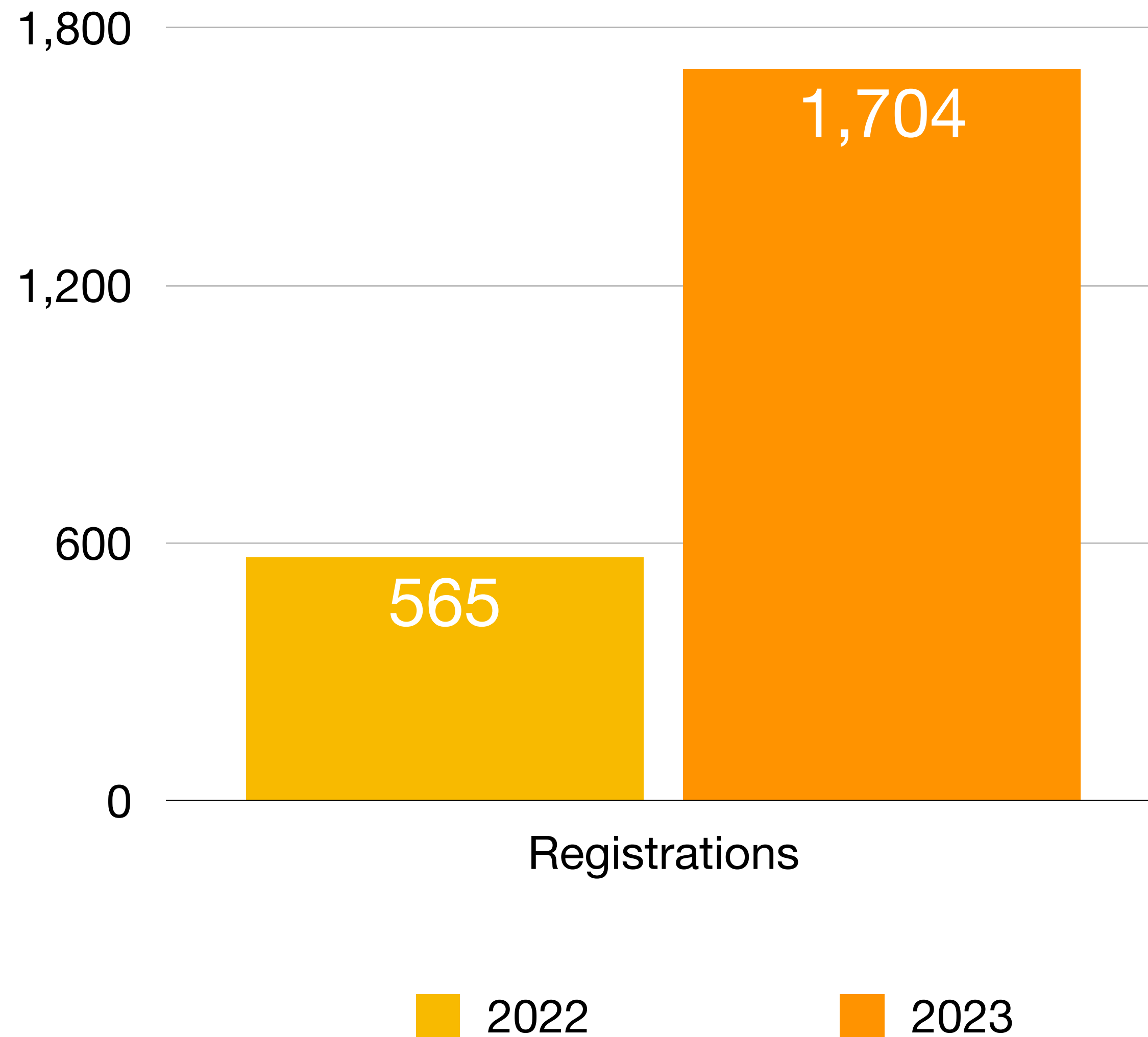
People who answer the 10 quizzes, qualify for and get their hard cover Bible.

C

Registrations

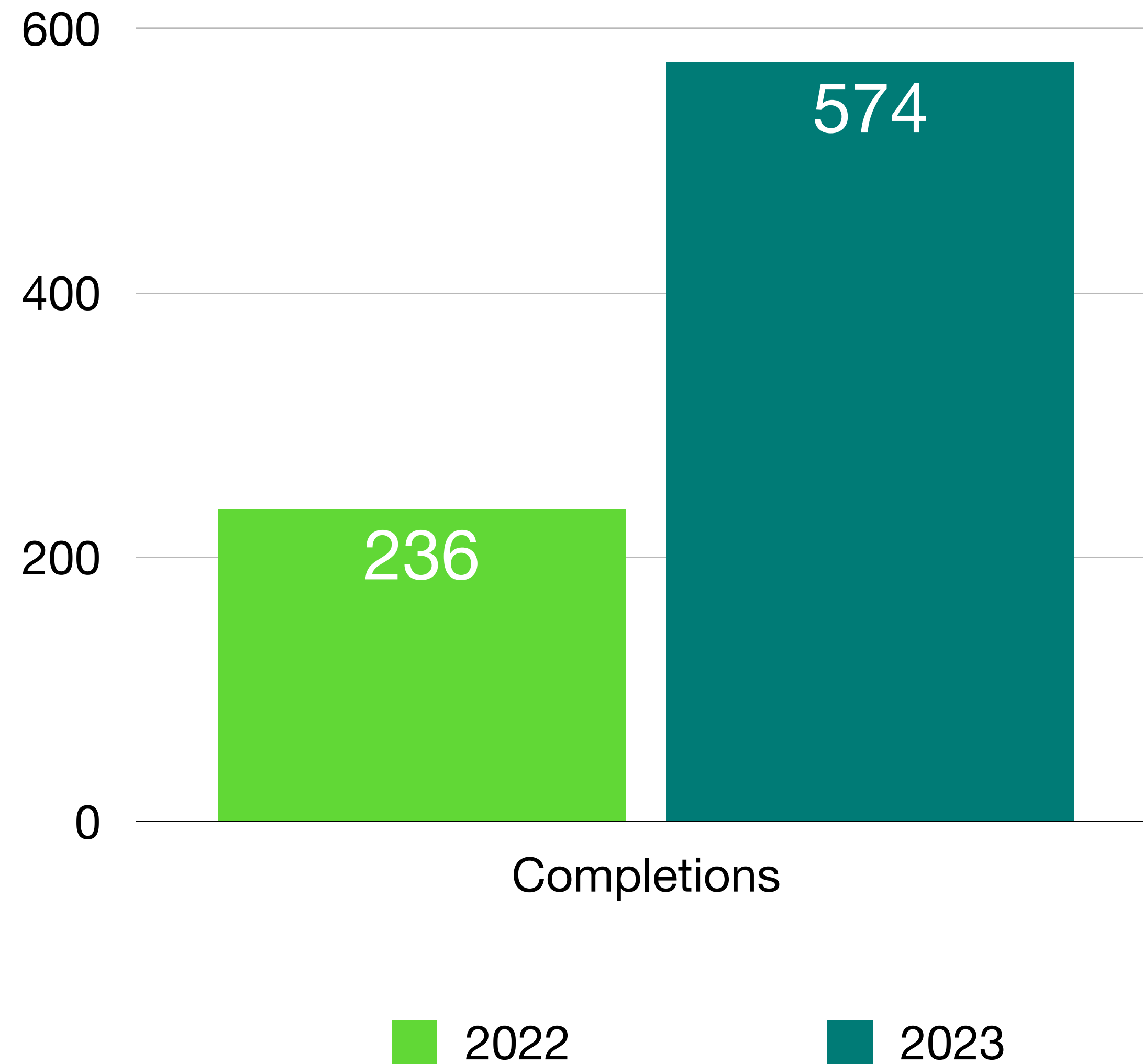
People who visit our website and register with a confirmed email address.

202% growth



Completions

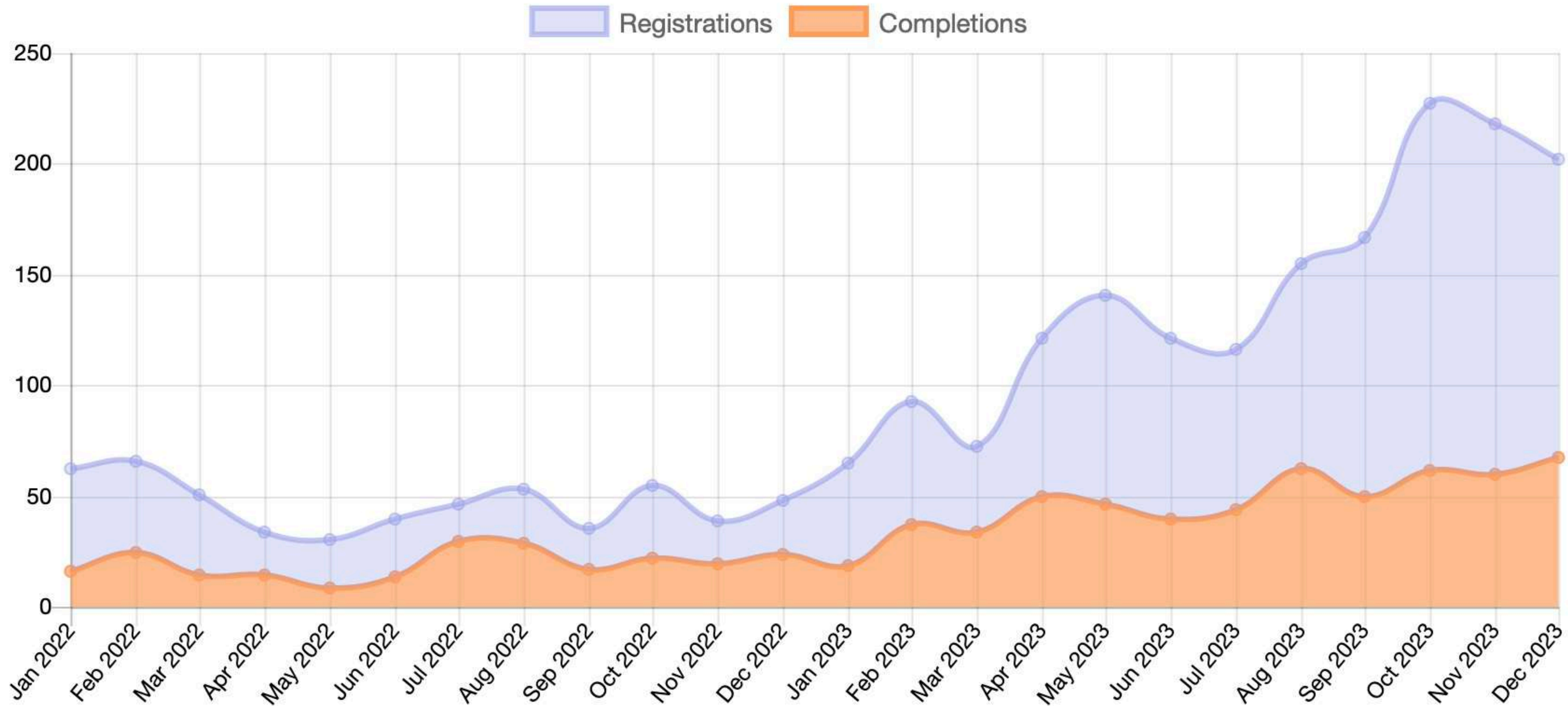
People who answer the 10 quizzes, qualify for and get their hard cover Bible.



143% growth

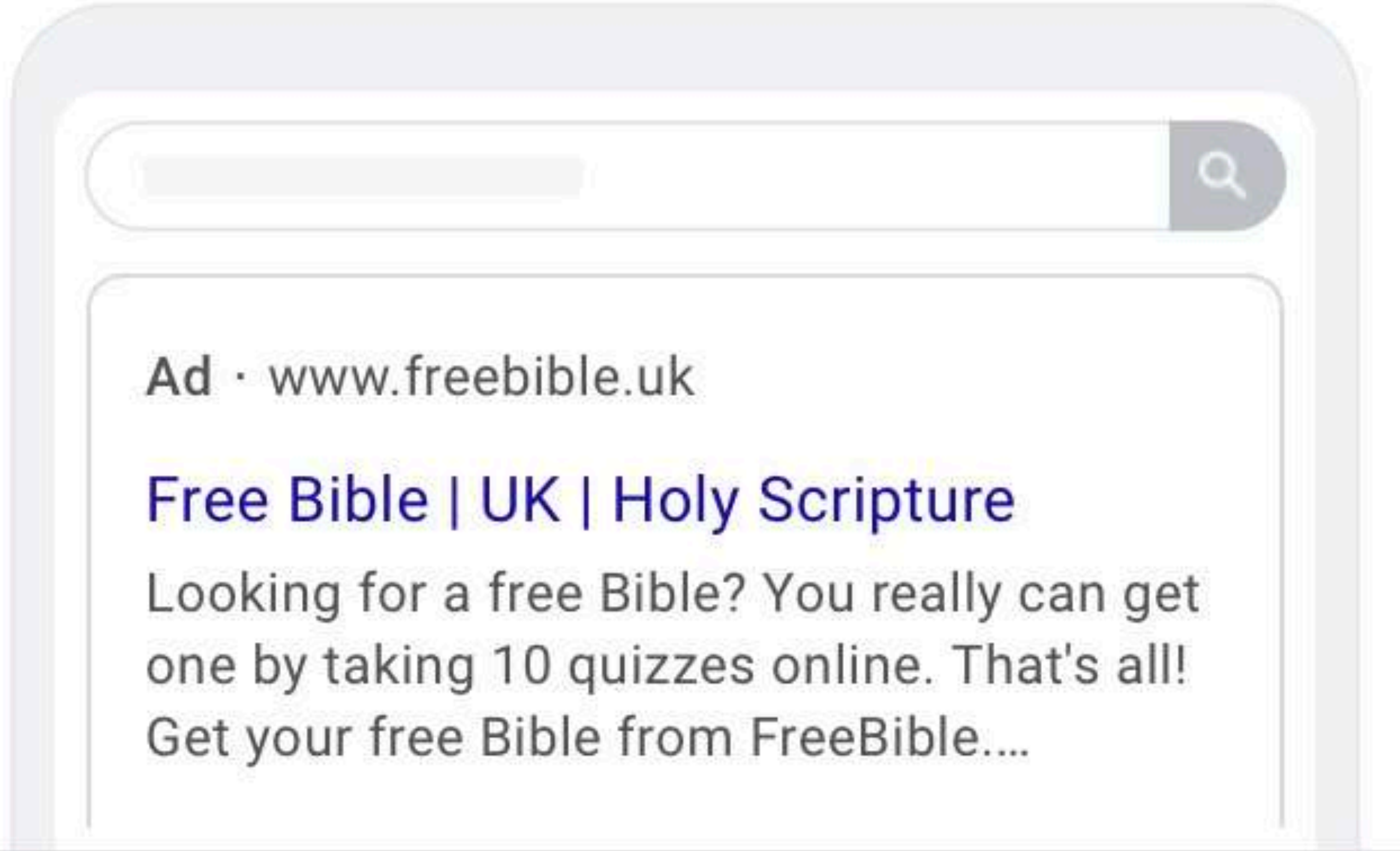
2022

2023



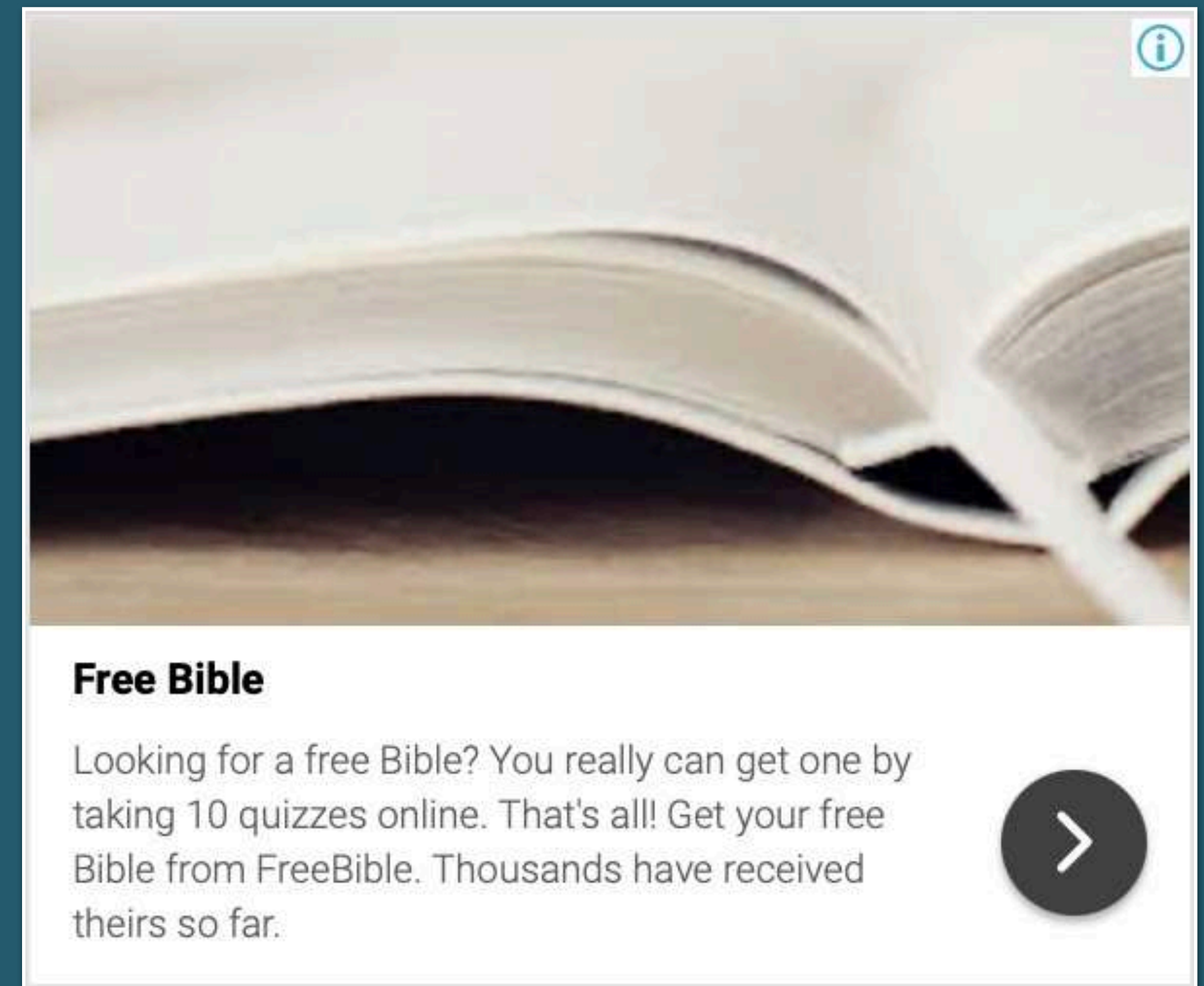


Google Ads



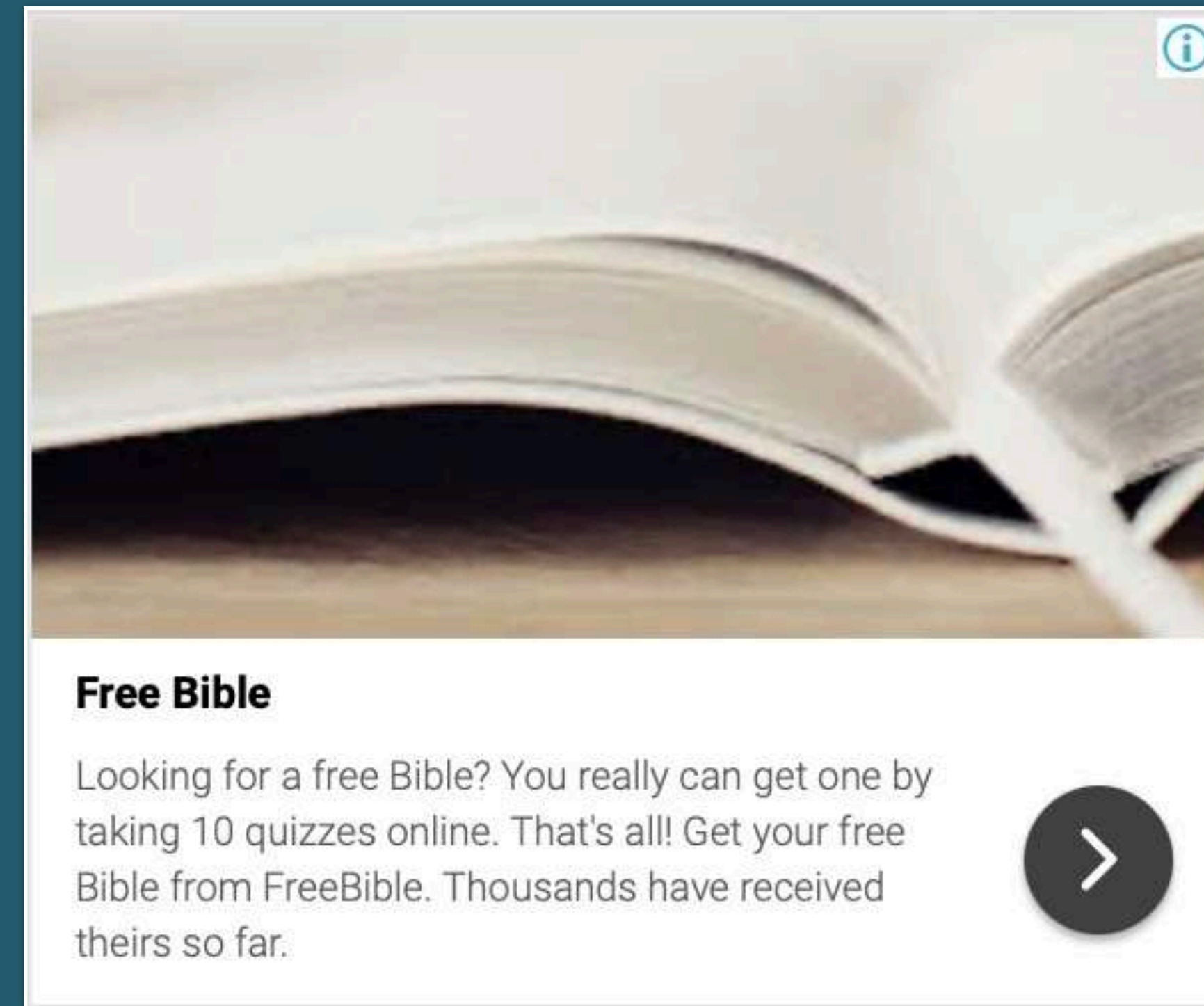
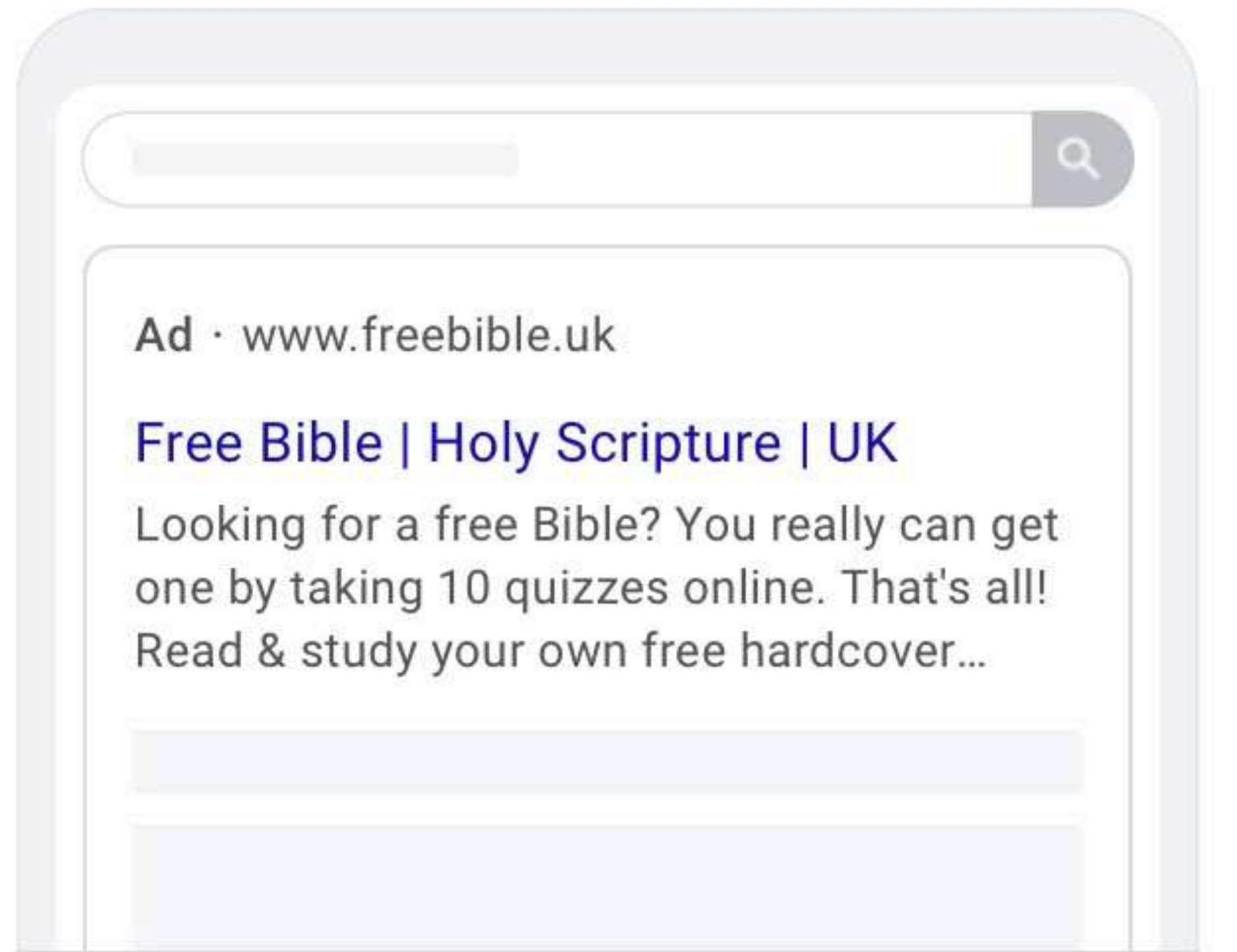
Paid advertising

(Google search and display)



471,000 Impressions

An impression is counted each time your ad is shown on a search result page. Google search or Google Network.



471,000

Impressions

10,440

Clicks

When someone clicks your ad (the blue headline or phone number of a text ad) Google Ads counts that as a click.



Google Ads

471,000

Impressions

10,440

Clicks

5,050

Conversions

A conversion is when a user performs some specified action after clicking or viewing an ad.

We have two places with a Google tag that collects the data: page **Start** and page **Login**.

We thought that when a person reaches one of these pages he is ready to engage.

471,000

Impressions

10,440

Clicks

5,050

Conversions

1,700

Registrations

Data from FreeBible database. These are people who registered (name, email) and who may have started the quizzes.

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,700 Registrations

Data from FreeBible database. These are people who registered (name, email) and who may have started the quizzes.

Minus the 2022 figure (565) it is **1,135 registrations growth** from Google Ads in 2023.

471,000

Impressions

10,440

Clicks

5,050

Conversions

1,135

Registrations

574

Completions

People who completed the 10 quizzes required to get a free Bible.

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,135 Registrations

574 Completions

People who completed the 10 quizzes required to get a free Bible.

Minus the 2022 figure (236) it is **338 completions growth** from Google Ads in 2023.

471,000

Impressions

10,440

Clicks

2.2%

471,000

Impressions

10,440

Clicks

2.2%

The average good click through rate for consumer services is 2.40% whereas it is 1.35% for the legal industry. The overall average good click through rate on Google paid search results is about 2%. Using this as a benchmark means that **anything over a 2% CTR could be considered above average.**

Source: <https://clictdigital.com/what-is-the-average-google-click-through-rate-by-position/> (2022)

471,000

Impressions

10,440

Clicks

5,050

Conversions

Of the Clicks

50%

1%

Of the Impressions

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,135 Registrations

That is what WE consider
a real conversion (for us).
A person who registered.

Of the Clicks

10.8%

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,135 Registrations

10.8%

Of the Clicks

Conversion rate in Education & Instruction is 7.0% while in Business Services is 4.9%.

Source: <https://www.searchenginejournal.com/what-is-a-good-ctr-for-google-ads/492785/>

471,000

Impressions

10,440

Clicks

5,050

Conversions

1,135

Registrations

338

Completions

Of the Clicks

3.2%

30%

Of the Registrations

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,135 Registrations

338 Completions

£2,240 Advertising

£0.21

per click

471,000 Impressions

10,440 Clicks

5,050 Conversions

1,135 Registrations

338 Completions

£2,240 Advertising

£0.21
per click

Most businesses are paying Google Ads £0.08 – £0.39 per click. Google Ads pricing can vary depending on various factors, like your industry, campaign targeting, and ad network.

Source: <https://www.webfx.com/blog/ppc/much-cost-advertise-google-adwords/>

471,000 Impressions
10,440 Clicks
5,050 Conversions

1,135 Registrations
338 Completions

£2,240 Advertising

£1.97
per contact (Registration)

471,000 Impressions
10,440 Clicks
5,050 Conversions

1,135 Registrations
338 Completions

£2,240 Advertising

£1.97
per contact (Registration)

£6.60
per contact (Completion)

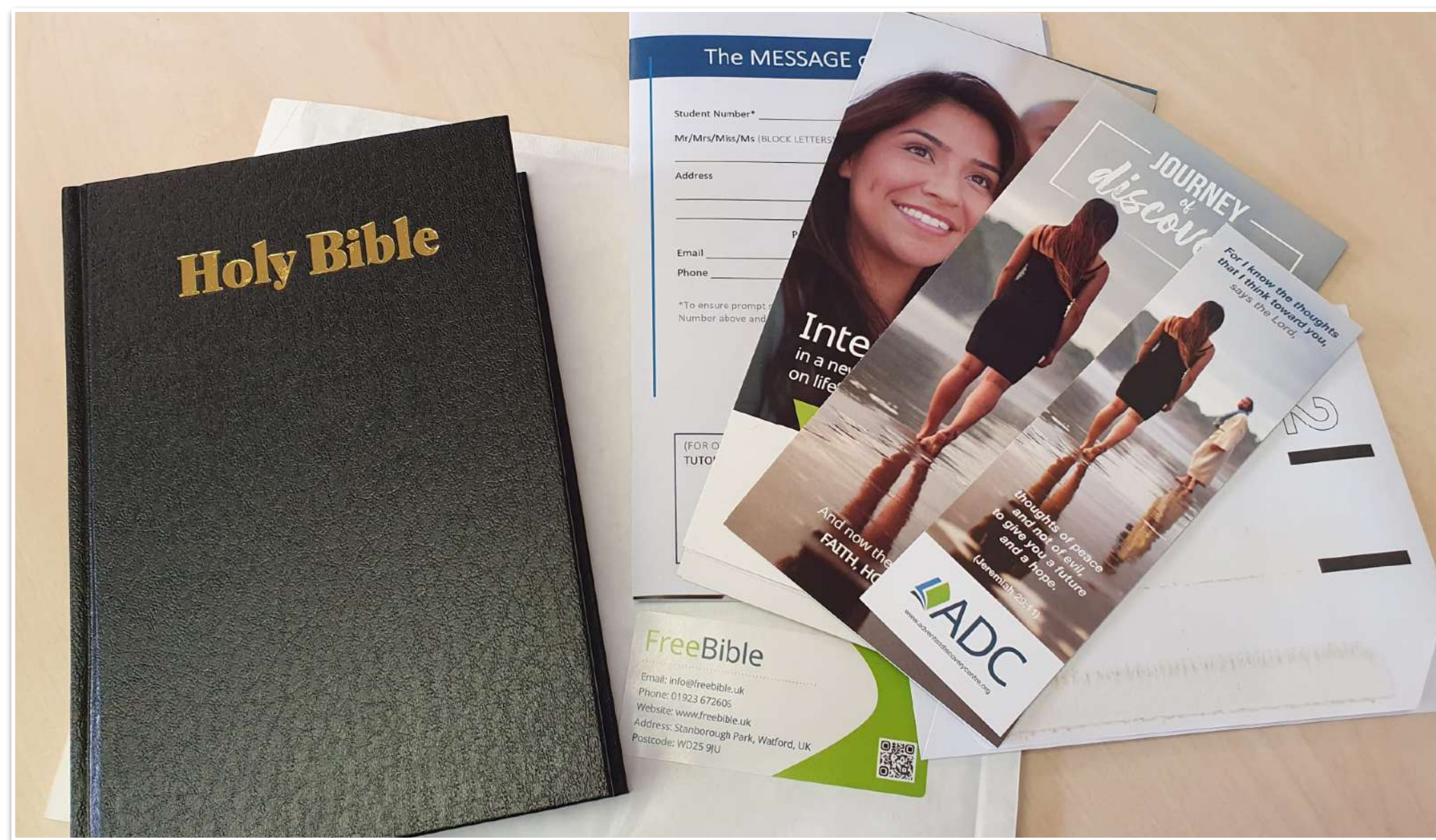
£6.60
to get a new
contact*.

That means a person who engages (answers 200 questions), and **gets a Bible** from FreeBible.

Along with the Bible we add other materials (ADC flyer, a first lesson of a course, a bookmark etc.)



£6.60
to get a new
contact*.

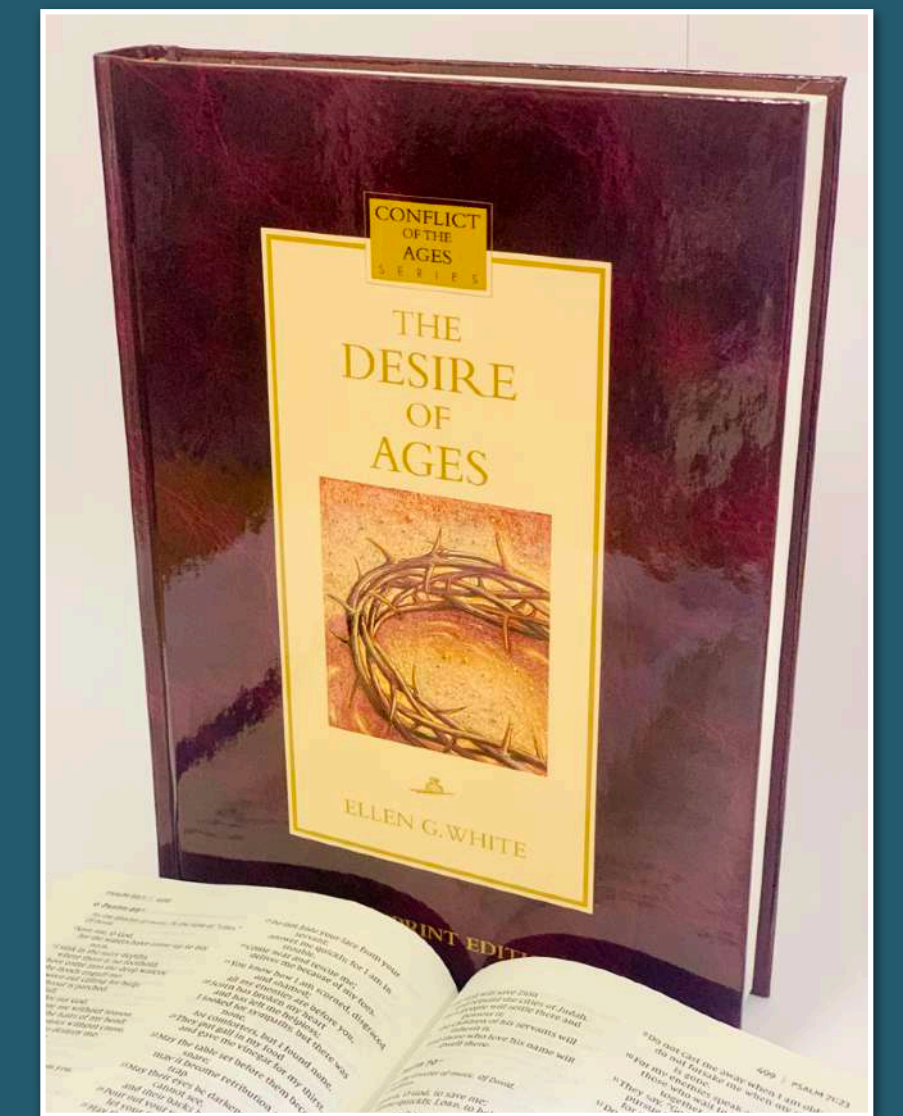


That means a person who engages (answers 200 questions), and **gets a Bible** from FreeBible.

Along with the Bible we add other materials (ADC flyer, a first lesson of a course, a bookmark etc.)

Some people go for all 28 quizzes and get a *Desire of Ages*, hard cover, illustrated. (19 people in 2023)

Some enrol to the ADC courses and follow up.

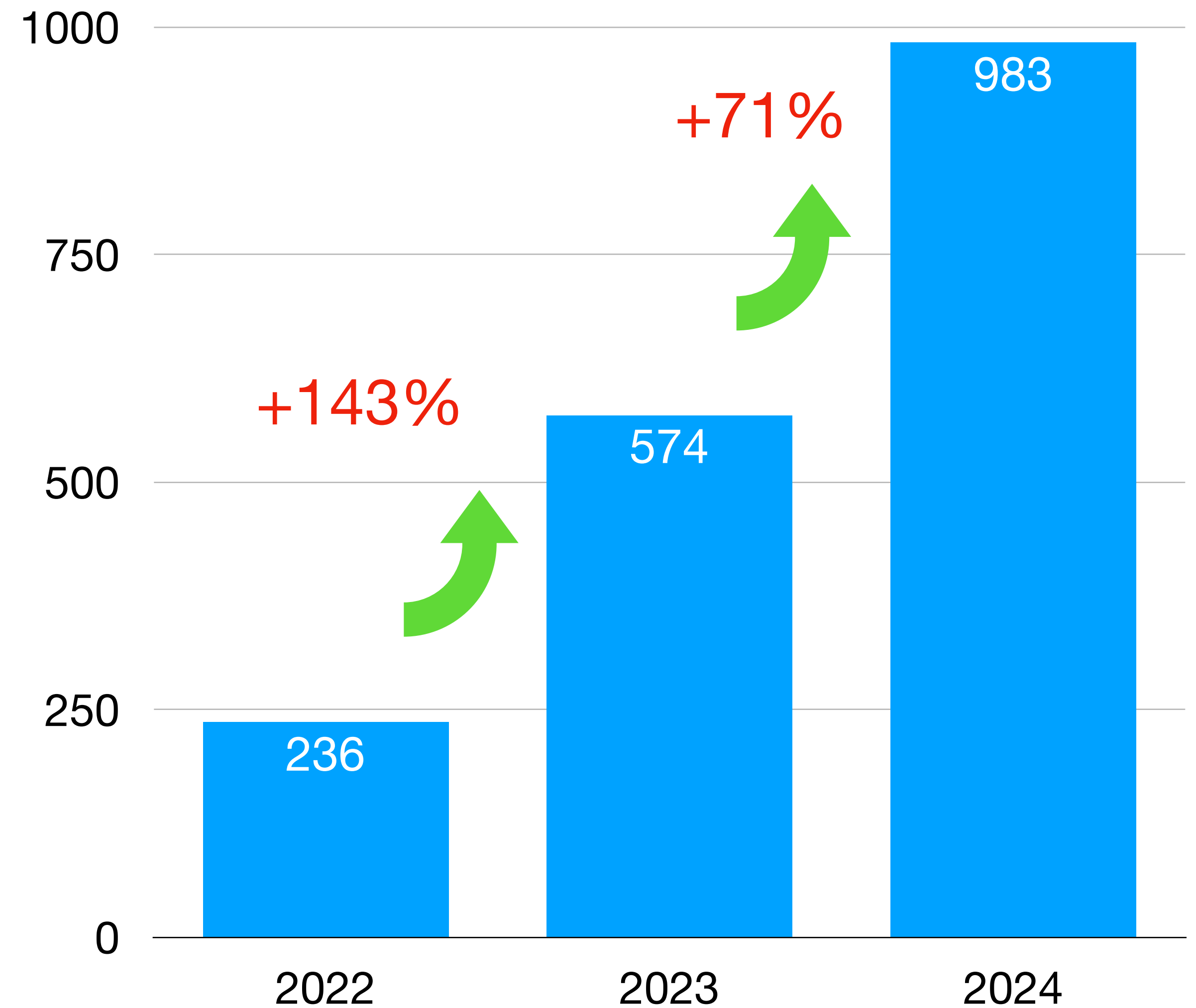




Hi. I have completed the 10 quiz set on your wonderful website. I found answers to *my own questions* as well as yours while completing the quizzes.

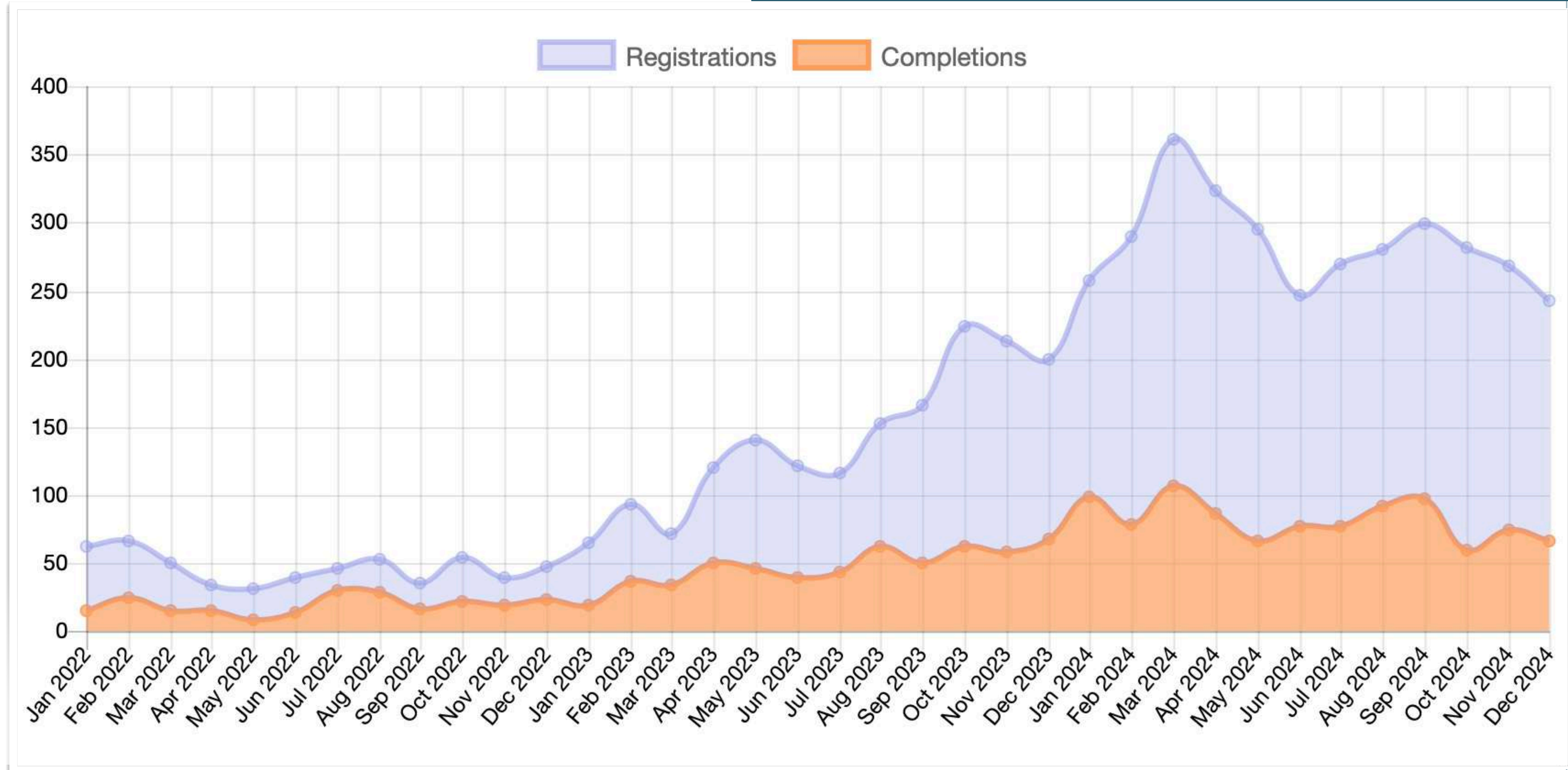
Regards
Merlyn B.

Completions (Bibles delivered)



2022

2024





John Surridge

To: Christian Salcianu



Mon 30/10/2023 06:14

Hi Christian

I was chatting with Nathan last night and he said that he recently baptised someone who was a contact from the FreeBible programme. Did you know about that?

With best wishes



John Surridge
Executive Secretary

British Union Conference of Seventh-day Adventists

Stanborough Park, WATFORD, WD25 9JZ

Tel: +44 (0) 1923 672 251 | jsurridge@adventist.uk | www.adventist.uk



The MESSAGE of

Student Number* _____

Mr/Mrs/Miss/Ms (BLOCK LETTERS) _____

Address _____

Email _____

Phone _____

*To ensure prompt _____
Number above and _____

(FOR O
TUTO

Inte
in a new
on life

And now the
FAITH, HOPE

thoughts of peace
and not of evil,
to give you a future
and a hope.
(Jeremiah 29:11)

www.adventistdiscoverycentre.org

FreeBible

Email: info@freebible.uk
Phone: 01923 672606
Website: www.freebible.uk
Address: Stanborough Park, Watford, UK
Postcode: WD25 9JU

One completion

- 10 quizzes done
- 200 questions
- 1 hard cover Bible
- flyers, bookmark
- 1st lesson of our new course

2023 — 2026 (up to date)

€14,800

Advertising

3,010,000

Impressions

93,800

Clicks

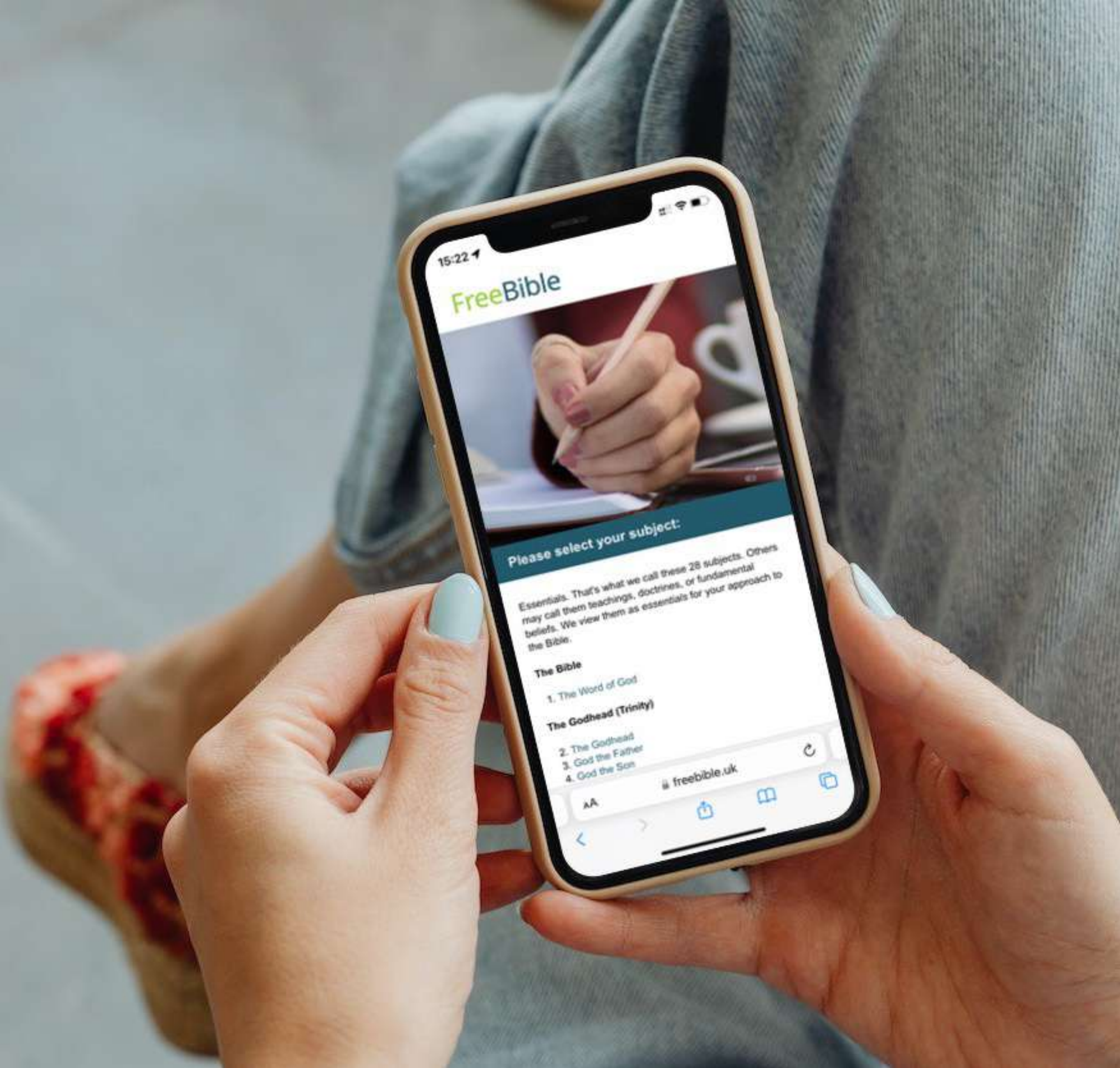
9,370

Registrations

2,379

Completions





€1.57

per contact (Registration)

€6.22

per contact (Completion)

An open book with a world map overlay. The map is semi-transparent and shows the continents in a light beige color against a pale blue background. The book's pages are visible at the bottom, and the text 'FreeBible.world' is centered over the map.

FreeBible.world