

Ad Grants helps people access trails during COVID-19



Washington D.C., USA

<https://www.railstotrails.org/>



“I was impressed with the level of detail and professionalism that our student team brought to this project. The team added great value to our efforts to promote trail use during this critical time of COVID-19”

-Frederick Schaedtler, Rails-to-Trails Conservancy

9x

Student team increased ad clicks by 9x

128%

Increase in trail use during campaign period

3x

Team increased click-through-rate (CTR) by 3x