CASE STUDY

Ad Grants helps people access trails during COVID-19



"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



Washington D.C., USA https://www.railstotrails.org/

9x128%3xStudent team increased
ad clicks by 9xIncrease in trail use during
campaign periodTeam increased
click-through-rate (CTR) by 3x

Google Ad Grants

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