



Seacoast Church

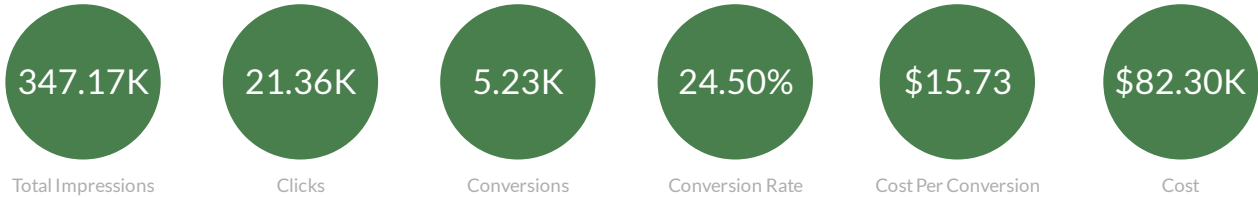
Monthly Report: Google Grant Campaigns

From Jan 01, 2020 to Dec 31, 2020



Google Ads PPC Overview

Google Ads Search Overview



Paid Search Campaigns

Campaign Name	Impressions	Clicks	CTR	Avg. Client CPC	Conversions	Conversion Rate	Cost Per Conversion	Cost
Total	263,142	21,355	8.12%	\$6.42	5,232.20	24.50%	\$15.73	\$82,302.93
Online Church Attendance	118,126	13,034	11.03%	\$4.55	3,451.27	26.48%	\$10.30	\$35,546.48
Small Groups	73,823	3,926	5.32%	\$10.35	765.77	19.51%	\$31.84	\$24,383.10
Prayer Request	36,618	2,095	5.72%	\$11.59	593.00	28.31%	\$24.56	\$14,565.81
Mount Pleasant Location	1,088	294	27.02%	\$4.05	139.84	47.56%	\$5.11	\$714.74
Summerville Location	727	224	30.81%	\$2.82	132.32	59.07%	\$2.86	\$379.04
Giving	16,648	836	5.02%	\$10.82	91.16	10.90%	\$59.56	\$5,429.54
North Charleston Location	253	78	30.83%	\$2.65	53.91	69.12%	\$2.30	\$124.00
Christmas - National	1,923	96	4.99%	\$3.52	3.93	4.09%	\$51.63	\$202.90
Easter 2020	13,934	771	5.53%	\$2.07	1.00	0.13%	\$957.31	\$957.31

Conversions

Conversion Action Name	All Conv.
Total	8,521.03
"Inside Track" Inquiry	80.00
20 Minutes On A Page	3,268.84
Baptism Sign Up	27.00
Click Watch Online	3,482.00
Donate Non-Cash Gifts	29.00

Google Ads PPC: Ad Group Performance

Ad Group Performance

Ad Group	Campaign Name	Impressions	Clicks	CTR	Conversions	Conversion Rate
Seacoast	Online Church Attendance	13,276	3,161	23.81%	892.36	28.23%
Live service	Online Church Attendance	27,738	3,108	11.20%	573.85	18.46%
Bible Study	Small Groups	50,336	2,269	4.51%	328.58	14.48%
Church Online	Online Church Attendance	19,995	1,743	8.72%	342.31	19.64%
seacoast church	Online Church Attendance	5,837	1,691	28.97%	1,401.55	82.88%
Small Group	Small Groups	13,192	943	7.15%	292.46	31.01%
streaming	Online Church Attendance	12,803	898	7.01%	44.54	4.96%
church	Online Church Attendance	6,702	897	13.38%	328.45	36.62%
request (1)	Prayer Request	10,579	624	5.90%	164.00	26.28%
live	Online Church Attendance	10,964	622	5.67%	46.49	7.47%
Community groups	Small Groups	6,052	413	6.82%	63.47	15.37%
Easter 2020	Easter 2020	5,358	389	7.26%	0.00	0.00%
church tv	Online Church Attendance	5,378	380	7.07%	20.17	5.31%
Prayer Request 2	Prayer Request	7,164	371	5.18%	112.12	30.22%
Donate	Giving	7,042	363	5.15%	25.33	6.98%
Online Worship	Online Church Attendance	6,006	352	5.86%	31.07	8.83%
online	Prayer Request	4,546	301	6.62%	95.88	31.85%
Give	Giving	6,078	288	4.74%	40.21	13.96%
sermon	Online Church Attendance	4,577	255	5.57%	18.52	7.26%
request	Prayer Request	4,448	238	5.35%	70.00	29.41%
online (1)	Prayer Request	3,928	222	5.65%	72.00	32.43%
Sunday	Online Church Attendance	2,818	204	7.24%	6.32	3.10%

Google Ads PPC: Keyword Performance

Keyword Performance

Keyword	Campaign Name	Total Impressions	Clicks	CTR	Conversions	Conversion Rate
seacoast live	Online Church Attendance	8,030	1,896	23.61%	423.59	22.34%
bible study	Small Groups	62,333	1,783	2.86%	213.74	11.99%
seacoast church online	Online Church Attendance	5,257	1,169	22.24%	448.15	38.34%
seacost church	Online Church Attendance	6,217	988	15.89%	285.20	28.87%
live seacoast org	Online Church Attendance	4,083	782	19.15%	314.24	40.18%
church online	Online Church Attendance	10,055	774	7.70%	168.84	21.81%
seacoast church service times	Online Church Attendance	3,238	540	16.68%	339.74	62.91%
watch church live	Online Church Attendance	9,162	538	5.87%	11.50	2.14%
the church online	Online Church Attendance	5,216	500	9.59%	132.07	26.41%
small groups	Small Groups	10,556	498	4.72%	152.18	30.56%
church	Mount Pleasant Location	2,707	421	15.55%	229.10	54.42%
seacoast live service	Online Church Attendance	2,010	343	17.06%	219.98	64.13%
church tv	Online Church Attendance	6,110	338	5.53%	16.00	4.73%
church online service	Online Church Attendance	6,153	317	5.15%	126.64	39.95%
prayer requests	Prayer Request	5,214	297	5.70%	74.00	24.92%
online worship service	Online Church Attendance	6,405	286	4.47%	20.00	6.99%
church live streaming	Online Church Attendance	4,206	285	6.78%	14.01	4.92%
church websites	Online Church Attendance	5,759	282	4.90%	6.00	2.13%
seacoast church online live	Online Church Attendance	1,524	282	18.50%	212.63	75.40%
church live broadcast	Online Church Attendance	6,127	248	4.05%	4.00	1.61%
donate church	Giving	6,606	240	3.63%	18.00	7.50%

Google Ads PPC: Monthly Performance

Comparisons made year-over-year

Monthly Performance

Date	Impressions	Clicks	CTR	Avg. Client CPC	All Conv.	All Conv. Rate	Cost
Total	276,996	23,177	8.37%	\$6.32	9,135.23	39.42%	\$87,899.16
Feb 2020	▲ 2,417% 16,915	▲ 3,726% 1,339	▲ 52% 7.92%	▲ 293% \$8.19	398.50	29.76%	▲ 14,937% \$6,581.90
Feb 2019	672	35	5.21%	\$2.08	0.00	0.00%	\$43.77
Mar 2020	▲ 650% 25,805	▲ 609% 2,162	▼ 5% 8.38%	▼ 17% \$5.86	▲ 9,375% 663.24	▲ 1,237% 30.68%	▲ 486% \$7,598.85
Mar 2019	3,441	305	8.86%	\$7.08	7.00	2.30%	\$1,295.84
Apr 2020	▲ 633% 40,210	▲ 391% 2,993	▼ 33% 7.44%	▲ 46% \$4.69	▲ 827% 797.00	▲ 89% 26.63%	▲ 618% \$8,422.64
Apr 2019	5,482	609	11.11%	\$3.21	86.00	14.12%	\$1,172.64
May 2020	▲ 411% 31,542	▲ 296% 2,418	▼ 22% 7.67%	▲ 30% \$6.56	▲ 236% 776.79	▼ 15% 32.13%	▲ 416% \$9,512.97
May 2019	6,173	610	9.88%	\$5.04	231.00	37.87%	\$1,842.85
Jun 2020	▲ 65% 29,269	▲ 11% 1,937	▼ 33% 6.62%	▲ 16% \$7.45	▲ 118% 607.25	▲ 97% 31.35%	▲ 29% \$8,660.24
Jun 2019	17,748	1,750	9.86%	\$6.42	279.00	15.94%	\$6,739.23
Jul 2020	▲ 27% 17,463	▼ 11% 1,100	▼ 29% 6.30%	▲ 4% \$9.81	▼ 27% 239.85	▼ 18% 21.80%	▼ 7% \$6,476.70
Jul 2019	13,781	1,231	8.93%	\$9.46	328.00	26.65%	\$6,983.82
Aug 2020	▲ 90% 20,265	▲ 26% 1,413	▼ 33% 6.97%	▲ 16% \$8.50	▼ 16% 459.00	▼ 34% 32.48%	▲ 47% \$7,202.60
Aug 2019	10,678	1,117	10.46%	\$7.34	549.00	49.15%	\$4,915.97
Sep 2020	▲ 294% 20,160	▲ 210% 1,665	▼ 21% 8.26%	▲ 39% \$6.42	▲ 379% 685.15	▲ 55% 41.15%	▲ 332% \$6,416.58
Sep 2019	5,118	537	10.49%	\$4.61	143.00	26.63%	\$1,484.72
Oct 2020	▲ 58% 17,021	▲ 82% 1,725	▲ 15% 10.13%	▲ 31% \$5.30	▲ 192% 939.50	▲ 60% 54.46%	▲ 139% \$5,482.96
Oct 2019	10,739	947	8.82%	\$4.04	322.00	34.00%	\$2,296.95
Nov 2020	▲ 16% 11,454	▲ 50% 1,398	▲ 29% 12.21%	▲ 43% \$5.04	▲ 145% 858.53	▲ 63% 61.41%	▲ 115% \$4,223.69
Nov 2019	9,848	934	9.48%	\$3.51	351.03	37.58%	\$1,967.69
Dec 2020	▼ 9% 15,706	▲ 1% 1,665	▲ 11% 10.60%	▲ 12% \$5.47	▲ 114% 926.02	▲ 111% 55.62%	▲ 14% \$5,466.41
Dec 2019	17,246	1,644	9.53%	\$4.87	432.68	26.32%	\$4,800.64
Jan 2021	▲ 3% 17,810	▲ 25% 1,930	▲ 22% 10.84%	▼ 9% \$6.17	▲ 160% 1,130.00	▲ 108% 58.55%	▲ 14% \$7,145.44
Jan 2020	17,332	1,540	8.89%	\$6.77	434.49	28.21%	\$6,257.39
Feb 2021	▼ 21% 13,376	▲ 7% 1,432	▲ 35% 10.71%	▼ 33% \$5.48	▲ 64% 654.40	▲ 54% 45.70%	▼ 28% \$4,708.18
Feb 2020	16,915	1,339	7.92%	\$8.19	398.50	29.76%	\$6,581.90

Questions?

Thank you!

