



# Chase Sanctuary

 **Service:** Paid Search,  
Google Grant, SMA

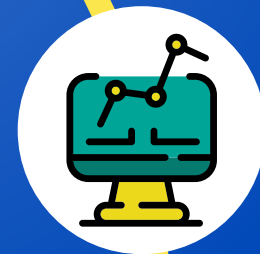
## Metrics + Educated Decisions + O4S Talent = **Results**



Stabilized sales at 3k budget initially then they felt comfortable turning all ad spend over and slowly raised to 6k per month



Increased sales monthly to an average of over 50k per month from struggling to hit 30k which was their minimum



Highest month in 2023 was over 64k



First full year working with them was 2023 they finished over \$578k which was almost a 60% jump from 2022

# About the Business

Large Endangered Animal Sancturay in Florida. Their mission is to save and help endangered species like lemurs, sloths and more they put on events like painting with primates, lemur yoga and private tours to raise money for the sanctuary. Non profit organization money goes back into supporting the animals at their sanctuary.

## Issues

We took over September 22 - They had a goal of \$30k per month was basically minimum to operate. They had never set up the account professionally were spending thousands a month just boosting posts. Had a good return then it tanked for quite awhile even though they were spending much more.





# Solutions



Full build of their meta campaigns. revamped their setup and plan



Running multiple campaigns for each event plus remarketing and lookalike



Lots of trial and error to targeted audiences and audience and ad building



Helped them get set up with the Google Grant for non profits. Branding and awareness for them targeting donations



Launched their first paid google display ads campaigns