



# YMCA CASE STUDY

## YMCA of Northern Colorado

By leveraging the Google Grant, webShine helped the YMCA of Northern Colorado dramatically boost their digital marketing performance.

Through expert Google Ads management, webShine increased the YMCA's brand visibility, expanded their marketing reach, drove more qualified traffic to their website, and significantly improved online conversions, all without tapping into their marketing budget.

### Challenges

Despite being eligible for the Google Ad Grant, the YMCA wasn't fully capitalizing on its potential. Their existing digital strategy lacked the bandwidth and expertise to maximize this resource. They needed a cost-effective way to increase visibility, drive more website traffic, and convert visitors into active members and program participants.

### Solutions

webShine partnered with the YMCA to activate and strategically manage their Google Ad Grant. We implemented targeted Google Ads campaigns focused on brand awareness, program promotion, and community engagement. By optimizing ad structure, keywords, and landing pages, we ensured the grant dollars worked efficiently and remained in compliance with Google's strict policies.

### Results

32%	Increase in website sessions
500%	Increase in website conversions
12%	Increase in engagement rate
157%	Increase in campaign traffic

### Testimonial

"webShine helped us unlock the full potential of the Google Grant, dramatically increasing our reach and impact without stretching our budget."  
— Andra Coberly,  
Executive Director of Communications

### Conclusion

With webShine's expert management, the YMCA of Northern Colorado transformed unused Google Grant funds into real digital growth. Increased visibility, traffic, and conversions now help support their mission more effectively than ever.