ADS FOR CHANGE
SCALE YOUR IMPACT

CASE STUDY · 2025



ASSOCIATION | GOOGLE ADS | TRACKING

21,500 YOUNG PEOPLE SIGNED UP IN 6 MONTHS FOR RURA

IN SHORT

CLIENT
RURA

LEVERS
SEA, landing pages, offline conversions

AT A GLANCE

21,500 registrations generated in 6 months

RURA × ADS FOR CHANGE IN NUMBERS

21,500

registrations generated in 6 months

8,000

young people supported

THE CLIENT	RURA is an association that supports equal opportunities for young people in rural areas
THE CHALLENGE	Break down access inequalities for rural youth





WHO IS RURA?

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RURA is an association that supports equal opportunities for young people in rural areas, by offering online mentoring, career guidance, and opportunities to develop self-confidence and discover careers.

02

THE CHALLENGE

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> *Break down access inequalities for rural youth by increasing their engagement through online mentoring while optimizing conversion costs through targeted advertising campaigns.*

01 THE CLIENT
02 THE CHALLENGE
03 OUR APPROACH
04 THE RESULTS

03

OUR APPROACH

OUR APPROACH

1

Understanding the journey of young people

In-depth analysis and ongoing research to better understand their needs and aspirations.

2

Integration of offline conversions

Precise tracking to link each validated application to keywords, facilitating the creation of pairs.

3

Continuous optimization

A/B testing on landing pages and ads to improve performance and effectively convey the association's values.

LEVERS

SEA | landing pages | offline conversions

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THE RESULTS

THE RESULTS

21,500

registrations generated in 6 months

8,000

young people supported

- **21,500 registrations generated in 6 months** An increase of +2,50% compared to the previous year thanks to an optimized SEA strategy.
- **8,000 young people supported** These participants benefited from unprecedented opportunities to build a better future.
- **Sustainable impact** Significant progress in access to equal opportunities for young people in rural areas.

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BENEFIT FROM A PERSONALIZED 100% AUDIT IN PRO BONO

Get a comprehensive assessment of your advertising campaigns and identify new avenues for optimization. We'll take a fresh, fresh look at your current strategy.

Ask for yours ↗

CONTACT

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↑ READ THE CASE STUDY ONLINE