

Case Study

PARKINSON'S^{UK}
CHANGE ATTITUDES.
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Parkinson's UK Google AdWords Grant Account

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Introduction

Parkinson's UK is a research and support charity in the United Kingdom. They improve quality of life for people affected by Parkinson's and aim to find a cure for the condition.

The charity is the largest charity funder of Parkinson's research in the UK. They fund research aimed at uncovering better treatments and finding a cure within years, not decades. They raise vital funds through donations, legacies, community fundraising, events and corporate partnerships.

The charity offers support and information to people living with Parkinson's, their families and carers through a network of hundreds of local groups across England, Wales, Scotland and Northern Ireland.

Parkinson's UK had secured and were using a Google Grant Account for PPC advertising but were looking to maximise its potential.

Objectives

Google Ad Grants give the non-profit a value of \$10,000 per month (\$330 per day) to use on PPC advertising. As Parkinson's UK's account was not spending over \$2,000 per month in the months immediately prior to upriseUP's involvement, there was a lot of potential traffic not being reached. Parkinson's UK were unsure whether it was possible to actually increase the number of clicks they were receiving.

Increase Traffic & Awareness

A fundamental aim for both parties was to increase traffic to the Parkinson's UK website, by utilising more of the \$10,000 per month available from their Google Ad Grants account. This increase in traffic would increase awareness of the Parkinson's UK brand, their purpose and the work they do.

Optimise Account Spend

Once the amount of traffic to the site was increased, both upriseUP and the charity were keen to use the \$330 daily spend to the best effect. This meant organising the account so as many relevant clicks were achieved as quickly as possible but ensuring the account was not hitting the maximum daily spend or losing out on priority traffic to less relevant clicks.

Qualify for the Grantspro Programme

The next steps were to develop the account to meet the qualification criteria for the Grantspro programme which allowed charities up to \$40,000 a month to use on PPC advertising*. These criteria are:

- Be actively managing the account
- A CTR higher than 1%
- Spend must be higher than \$9,900 in two of the previous six months
- At least one worthwhile conversion is tracked

*The Grantspro Programme is currently not accepting new applications.



There were only three enabled campaigns when upriseUP started working on the account. We initially developed the account with an increased number of campaigns and ad groups. This meant we could split out subjects into highly defined topics with highly relevant ad copy and keywords, which resulted in more traffic to the site.

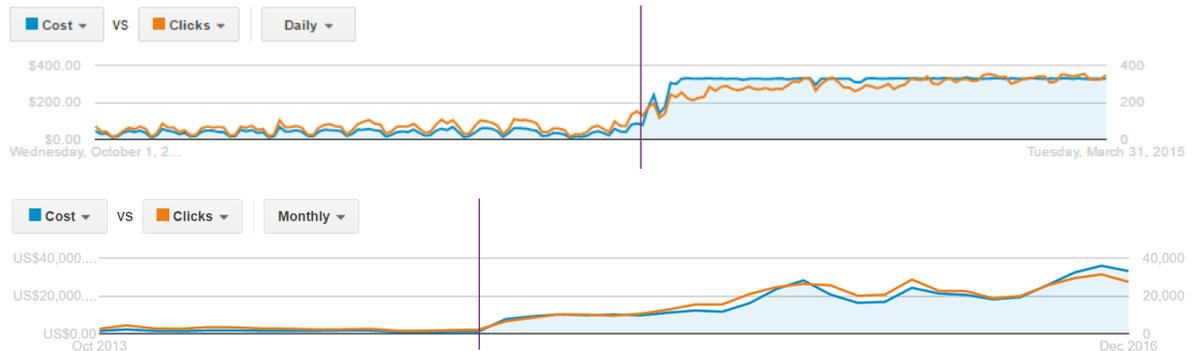
With a \$2 bid limit on Grant Accounts, Keyword Quality Score is hugely important (as Quality Score x Bid x the expected impact of extensions = Ad position) so we constantly checked keywords and ads for relevancy.

We also implemented Ad Extensions such as Sitelinks as well as starting to A/B test Ad Copy within each Ad Group to maximise standout and improve results.

We worked closely with the charity to prioritise development on their key subject areas and those that would drive the most traffic.

Results

upriseUP took control of the account at the end of 2014, and immediately our changes made a huge difference.



Overall clicks increased from 5,469 in Q4 2014 to 25,124 in Q1 2015 (a 359% increase), and the account started to spend its full allocation of \$330 per day. There was also a similar large increase in CTR, from 2.24% in Q4 2014 to 7.07% in Q1 2015.

Our changes resulted in the account fulfilling all the criteria for the Grantspro programme. upriseUP were able to make a successful application as soon as the account was eligible.

Next Steps

upriseUP are continually optimising the account by testing Ad copy, keeping search terms relevant and ensuring we are promoting as much of the website content as possible. We are also always investigating ways to further increase valuable traffic to the website.

Now we're close to maximising on the \$40,000 monthly spend we will be implementing a tier structure to the campaigns which will allow the priority areas of the site to achieve the most clicks.

Ecommerce tracking has also recently been implemented, which allows us to see the value of shop purchases and some donations. This is a powerful tool which enables us to optimise activity to increase revenue.



“UpriseUp are fantastic to work with, providing invaluable insight and recommendations for the management of our grant account. The team are responsive and are always happy to give advice and support, which has led to us seeing a great boost in traffic and conversion on our site from PPC.” – Parkinson’s UK