

CLIENT: PARKINSON'S UK • CASE STUDY TYPE: GOOGLE AD GRANT ACCOUNT • DATE: 23/03/17

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

THE CLIENT

Parkinson's UK is a research and support charity and the United Kingdom's largest charity funder for Parkinson's. Through fundraising, increasing awareness and providing support their mission is to improve the lives of and ultimately find a cure for Parkinson's suffers across the country.

359%
increase in clicks

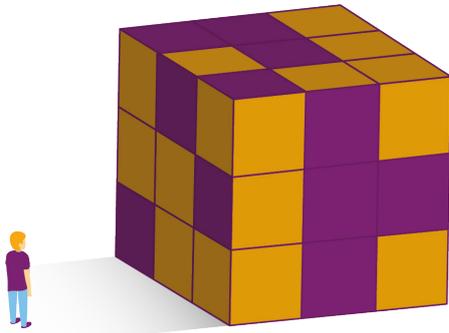
Q4 2014 VS. Q1 2015

4.83%
increase in CTR

Q4 2014 VS. Q1 2015

2.0
avg. position (up from 4.6)

Q4 2014 VS. Q1 2015



THE PROBLEM

Parkinson's UK were eager to increase brand awareness after finding that they were under utilising their Google Ad Grants monthly spend. This meant their message was failing to reach a wider audience. Parkinson's UK charged us with the mission of increasing relevant traffic to their website and ultimately increasing awareness of their cause.

THE SOLUTION

We identified substantial areas of content that weren't being utilised. This represented a significant opportunity. Further, ad groups were broad and with general keywords. By focusing ad group with a limited list of tightly targeted keywords we could increase relevancy. We coupled this with A/B testing, a process that enabled us to test the effectiveness of multiple adverts at the same time and see which were generating the highest conversions to maximise standout and advert performance.

Parkinson's UK began to see an immediate and significant impact on their results. These included a 359% increase in clicks, a massive jump from 5,469 to 25,124 in just one quarter. What's more, the click-through rate (CTR) also increased significantly, from 2.24% to 7.07% over the same period.

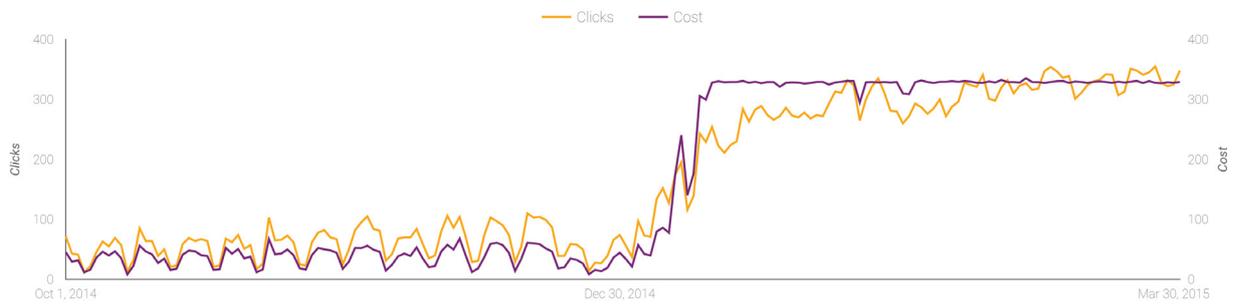


RESULTS IN DETAIL

Parkinson's UK traffic dramatically increased as soon as we took over the account. Our changes resulted in the account fulfilling all the criteria for the Grantspro programme including maximising daily spend. upriseUP were able to make a successful application as soon as the account was eligible.

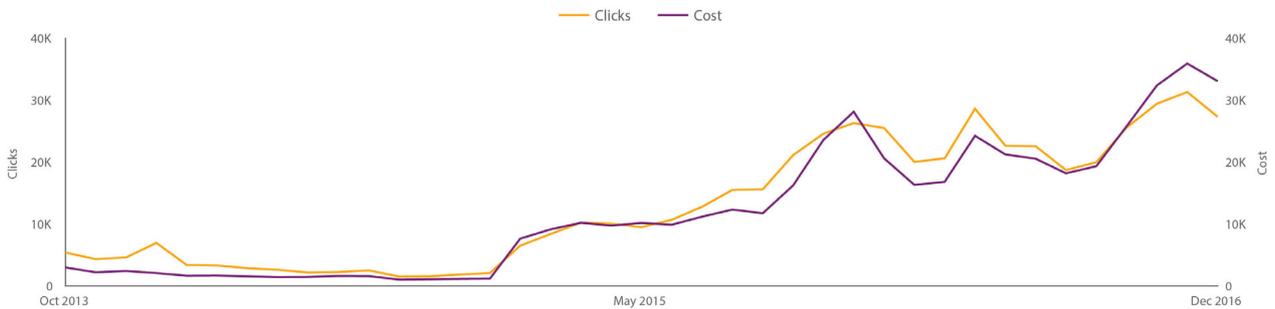
Overall clicks increased from 5,469 in Q4 2014 to 25,124 in Q1 2015 (a 359% increase), and the account started to spend its full allocation of \$330 per day. There was also a similar large increase in CTR, from 2.24% in Q\$ 2014 to 7.07% in Q1 2015..

COST VS CLICKS DAILY



This graph shows the immediate increase in spend and a period of maximising to apply for the GrantsPro programme.

COST VS CLICKS MONTHLY



This graph shows the impact of GrantsPro budget (\$40k) and further growth of the account.



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



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