



The Norfolk hospice provides specialist palliative care to people living with life-shortening illnesses in Norfolk & the surrounding areas

## Key achievements

- Increase in website views
- Increase in average monthly income
- Improved search engine visibility, leading to increased sign-ups for local events

**136%**  
increase  
in income

**113%**  
increase  
in views

**£4699**  
increase  
in average  
Monthly  
Income

# The Norfolk Hospice see dramatic increase in page views and income after support with Google Ad Grants

## Support to meet your goals

**Before working with us, The Norfolk Hospice knew very little about Google Ad Grants.**

Google Ad Grants provide over £7,500 (\$10,000 USD) per month of free Google Ads advertising to eligible not-for-profit organisations. Ads will appear on relevant Google search result pages and can boost organisations' visibility to their key audiences.

Members of the team had tried to apply for the grant in the past, but the application process can be lengthy and complex, and the team had lacked the time and resources to pull everything together and get the application finished.

Despite this the Hospice were extremely keen to get started with AdWords advertising, particularly as they had some regular local events to promote.

We currently work with over 1000 organisations, with 100% grant application success rate and 100% retention of the grant by meeting the monthly criteria.

So, when The Norfolk Hospice were offered a trial with us to get support in applying for and maintaining a Grant, they quickly accepted.

The Norfolk Hospice were thrilled with the results they achieved by the end of the trial. The charity saw a 113% increase in overall page views, which translated to an increase in online income from less than £3,500 a month to over £8,000 a month when looking at corresponding months prior to and after the Google Grant deployment.

## Greater visibility

In an increasingly connected and noisy world, it can be excessively difficult for not-for-profit organisations to get their message heard by the right people at the right time. Through Google's Ad Grants, not-for-profits are given a free marketing budget to reach out to new audiences.

One of the notable successes of The Norfolk Hospice's initial campaign was the promotion of a local 10k run, which the hospice had an affiliation with.

Through their grant, The Norfolk Hospice appeared above the event organisers at the top of Google's search page, where previously they would not have appeared at all. This led to significant uplift in runner sign-ups compared to previous years.

If you interested in learning more about the product, please feel free to book a demo with one of our specialists.

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