

# Target Ovarian Cancer

This case study highlights the achievements of our paid media team who significantly improved website conversions and awareness for the national charity, Target Ovarian Cancer using PPC search marketing whilst working for free on a Pro Bono basis.

 54.09% Average Conversion Rate

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## Who are they?

Target Ovarian Cancer are the UK's leading ovarian cancer charity. They work to improve early diagnosis, provide extensive support to those affected by the disease and fund life-saving ovarian cancer research.

## What were their objectives?

Despite already having a presence within the charity's sector, the team at Target Ovarian came to us with the goal of improving awareness around the disease and its symptoms, wishing to reach women of all ages across the UK. Other key objectives included accelerating conversion rates for donations, increasing charity event and newsletter sign-ups and improving the number of users reaching out with support requests.



11.47% Overall Click Through Rate



54.09% Average Conversion Rate



60% Decrease in Cost per Conversion



Top of the Page for 76% of our Targeted Searches

## What Did We Do?

Our PPC team engaged with the client to build an account structure that would gain the maximum number of impressions and visits to the TOC site from searchers wanting to find out more about the symptoms of Ovarian Cancer as well as the those wishing to join in activities to raise donations for the charity. The team also engaged with Google's Grant Aid division to explore ways to utilise the allowance for charitable organisations.

We found that the most efficient way to draw maximum impact and visits from the \$10,000 monthly allowance in the grant was to bid algorithmically for maximised conversions. This was then paired with ad copy carefully curated in order to reach and resonate with both people directly affected by the disease and their loved ones. As a result we were able to dramatically increase the volume of visits (see below) and interaction to the charity online.



Thank you so much for all your support over the years – you have helped to raise awareness of ovarian cancer across the UK and we wouldn't be where we are now without you



Target Ovarian

## What Were The Results?

Using Target Ovarian's Google grant, and our extensive experience within Google Ads and paid media, we were able to drive significant volumes of qualified traffic to the website. As the account developed, we achieved overall click through rates (CTR) of 11.47%, an average conversion rate of 54.09%, a 60% decrease in cost per conversion and were reaching the top of the page for 76% of our targeted searches.

Our Pro Bono support ran over a period of many years and has resulted in an incredibly solid campaign, alongside a significant increase in the charity's UK profile. They provided the following feedback. "Thank you so much for all your support over the years – you have helped to raise awareness of ovarian cancer across the UK and we wouldn't be where we are now without you".