

# 66% of Charities Are Not Making the Most of Their Free Google Ad Grant

*Survey results released by leading digital agency, Torchbox, reveal charities are divided when it comes to the value of a Google Ad Grant.*

BRISTOL, UNITED KINGDOM, April 14, 2016 /EINPresswire.com/ -- Yesterday, leading digital agency and Google Ad Grants expert, [Torchbox](#), released their latest piece of research titled '[Unleashing Your Google Ad Grant](#)'.

The 28-page guide provides insights into the current state of charities Google Ad Grants efforts and highlights success stories from Gingerbread, Samaritans and Terrence Higgins Trust, all of which are making the most of Google Ad Grants.

According to the survey results, only 53% of the 115 charities surveyed saw Ad Grants as an important part of their digital

marketing efforts.

Furthermore, 27% of charities stated that they don't pay much attention to the results Google Ad Grants deliver and even more surprisingly, 21% confessed to not having a Google Ad Grant.

When charities were asked why they weren't making the most of an Ad Grant, responses included: lack of time (34%), lack of expertise (30%), lack of resource (27%) and other (9%).

The survey did however reveal that a sizeable percentage of charities were taking advantage of Google Ad Grants. 56% of the charities surveyed have an Ad Grants strategy in place, 62% declared that they get more traffic from their Ad Grants than their email campaigns, and 46% shared that Ad Grants was one of their top three sources of web traffic.

With eligible charities receiving up to \$40,000 per month to spend on AdWords, Google Ad Grants is an invaluable resource which charities should be making the most of.

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Note to Editors:



\*Torchbox's 'Unleashing Your Google Ad Grant' guide polled 115 charities to glean insights into whether they are taking advantage of Google Ad Grants. In addition to providing recent survey results (February/ March 2016), the guide also provides practical tips and real case studies to help charities understand the benefits of having a Google Ad Grant. Even though Google Ad Grants are free, Torchbox estimates that there are still more than 40,000 charities in the UK who have not applied for one.

#### About Torchbox

Torchbox is an award-winning digital agency which builds beautiful websites and runs effective marketing campaigns for people who are trying to make the world a better place, including the Royal College of Art, the University of Oxford, The King's Fund and the Citizens Advice Bureau.

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