

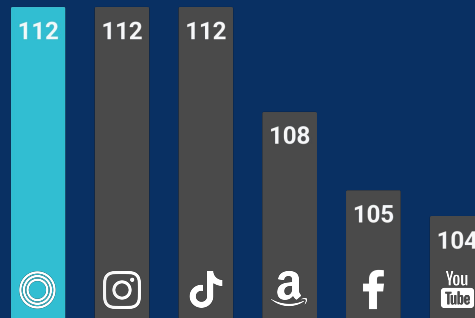


# Giving and Charities

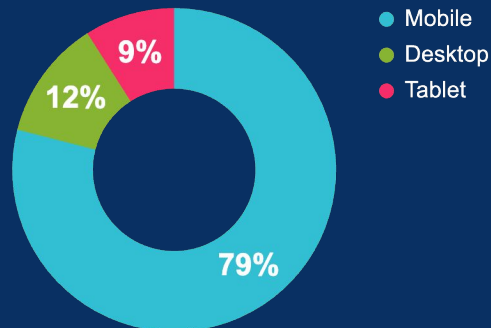


# CONNECTING YOU WITH 87% OF CHARITABLE GIVERS THROUGH THE WINTER PERIOD

## Platform Comparison (Index)



## Device Usage



## Highest Indexing Behaviours

**Museums & Galleries**  
i112

**Education**  
i106

**Religion**  
i113

**Theatre**  
i106

## Audience Targeting

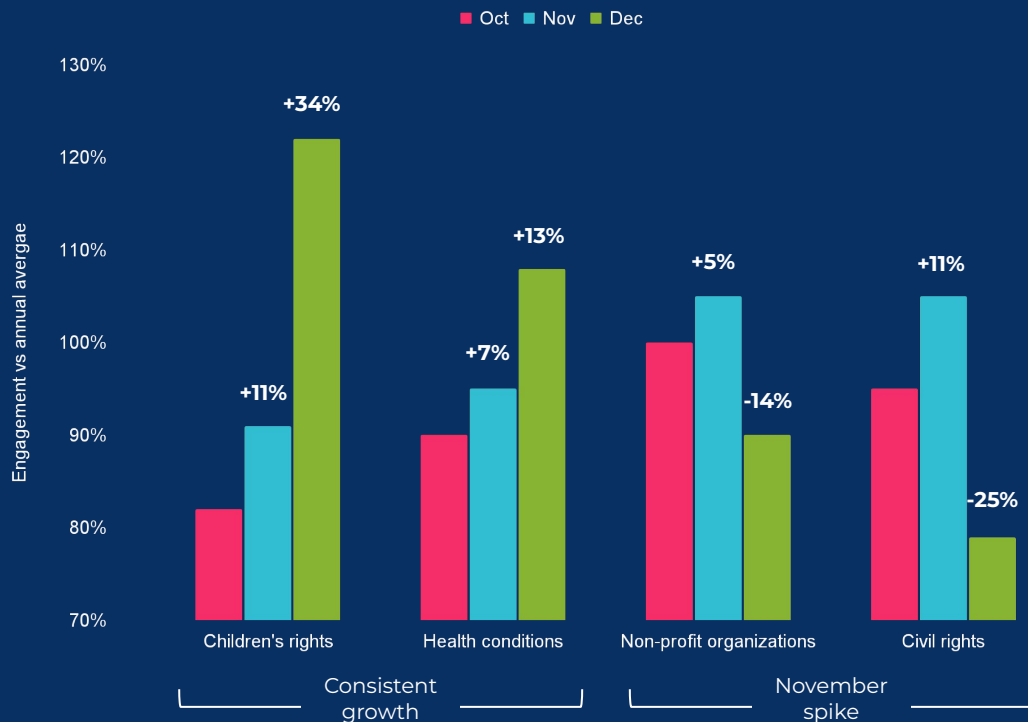
**Charities**  
9.6M

**Medical Conditions**  
20.8M

**Society**  
19.5M

**Health and Wellness**  
8.2M

# The Spirit of the Season Drives Key Charity Categories



**Children's Rights:** Sustained growth with a massive surge in December, fueled by the holiday spirit.

**Health Conditions:** Steady engagement growth, possibly as colder weather highlights support requirements.

**Civil Rights & Non-profits:** Both categories see a strong spike in November, successfully capturing attention before the main holiday push.

**+50%** Higher avg  
ROI vs TV



# Online video delivers more cost-efficient and superior ROI compared to TV

Campaign to raise awareness and support for the charity's bereavement services. In addition to TV, Radio, Meta and YouTube activity, the plan featured our Premium Web Video (pre-roll video running across our premium publisher platform) and targeted female audiences using our fully addressable first-party data.

£

**Campaign  
Investment**  
i17 online video  
vs. i270 TV

£

**ROI - One-Off  
Donation**  
i170 online video  
vs. i104 TV

£

**ROI - Repeat  
Donation**  
i156 online video  
vs. i115 TV

