



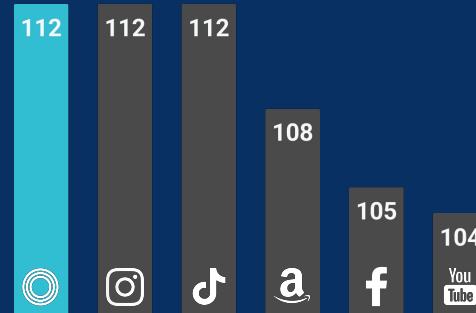
Giving and Charities



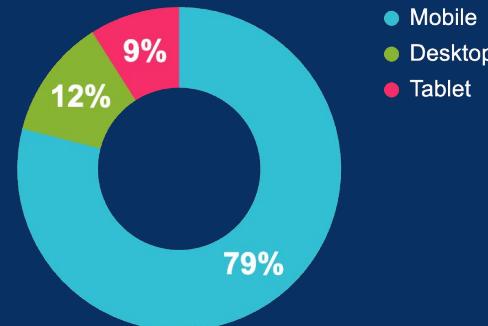
CONNECTING YOU WITH 87% OF CHARITABLE GIVERS THROUGH THE WINTER PERIOD



Platform Comparison (Index)



Device Usage



Highest Indexing Behaviours

Museums & Galleries
i112

Education
i106

Religion
i113

Theatre
i106

Audience Targeting

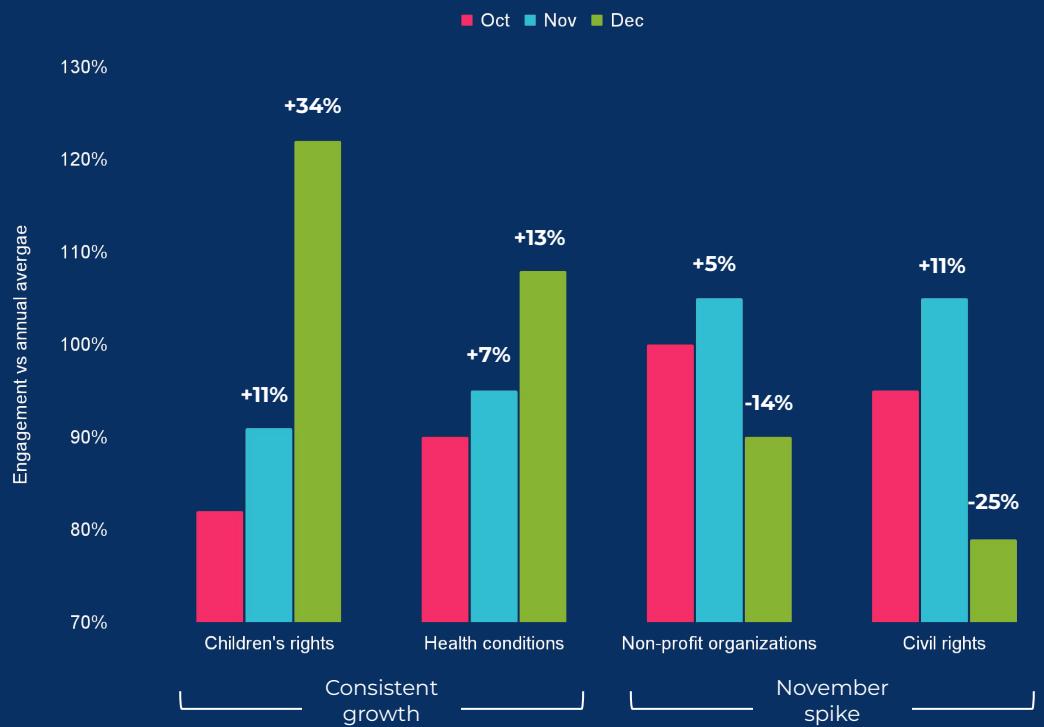
Charities
9.6M

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

