

Arc delivers more efficient donor conversions for Alzheimer's Society

- **The client:** Alzheimer's Society, a charity client of Medialab Group, provides support services, funds medical research, and campaigns for those living with dementia.
- **The ask:** Prove donation uplift from brand activity using Ozone's platform scale in trusted, brand-safe, audience-first environments.
- **The brief:** Reach exposed users with continuous messaging. Drive donations using full-funnel audience insights as well as tailored targeting and rich media creatives.
- **The solution:** Ozone Connected Intelligence on-site pixel capability provided deeper donor insights to power the Arc outcomes model.



The results



59%

more donations
per user reached



1.8x

return on
ad spend



-37%

lower
CPA

Lookalike campaigns – one set up using Arc, the other a more standard setup – ran side-by-side throughout June.

While average donations were level, the Arc engine converted **59% more donors**, cutting costs by more than a third and driving almost double the return on ad spend.

Why Alzheimer's Society and Medialab Group worked with Ozone



“ Alzheimer's Society's mission is to end the devastation of dementia. We raise public understanding of dementia's severe impact, drive uptake of our support services, recruit volunteers, and leverage data-driven audience insights – and Ozone is a proven digital partner. Beyond reaching our audience in the trusted environments they rely on, the Arc performance innovation provides deeper intelligence and real-time optimisations to drive outcome-based KPIs, including efficient donor conversations.”

Jonathan Strong

Senior Digital Marketing Manager
Alzheimer's Society