Charity

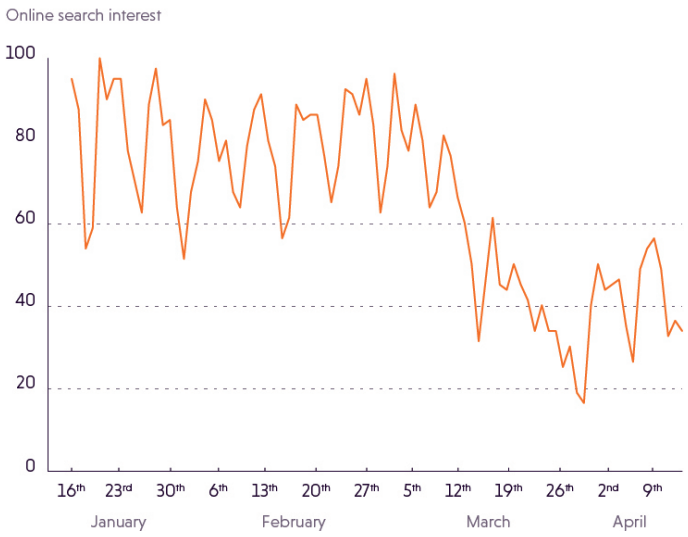
MIQ INSIGHTS: CHARITY MARKETING

With most countries around the globe focussed on health and safety as they fight COVID-19, the economic disruption has started showing a considerable impact across some key industries.

The charity sector is one of them. Declining public funding, rising unemployment rates, marginalising consumer spendings, alteration of offline fundraisers and changing government priorities have all created the perfect storm for charitable organisations across the UK.

However, the insights we are seeing, give way to some really interesting opportunities for advertisers in this space. Despite lower search numbers, the volume of people donating and looking to pledge has dramatically increased, with new audiences showing interest in charitable campaigns and a higher propensity for reading and researching information about charities. Inventory avails are also up, with brand safety measures now becoming a more notable element for advertisers needing to pay attention to choosing the right inventory. For all the need-to-know insights and opportunities, here's the lowdown...

ONLINE SEARCH ACTIVITY AROUND CHARITY



38% drop in online interest for charity, the lowest it's been since the 2008 financial crisis

62% growth in the audience interested in donating to relevant charities

PEOPLE ARE RESEARCHING MORE AROUND CHARITY

With declining incomes and rising unemployment rates, Brits are extremely conscious of their spendings and we're seeing this in changes to online browsing behaviour, whether it be for financial investments, insurance, busying daily essentials or charitable contributions.

20% increase in the average number of sessions across a multitude of consumer spending domains in the past 4 weeks.

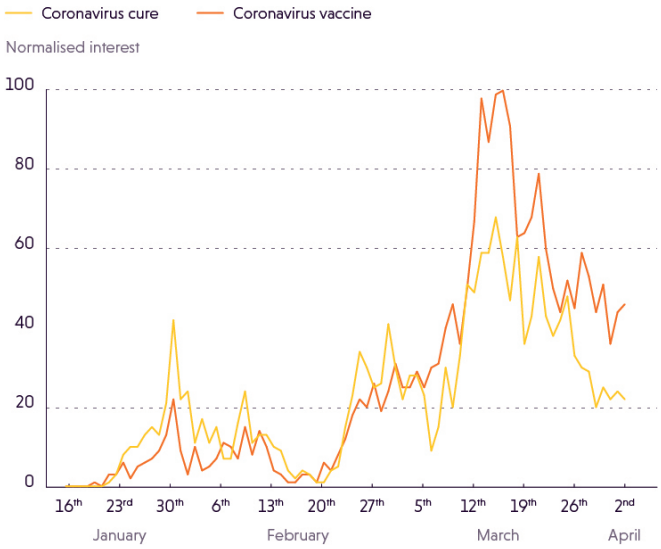
1.3X more charity information pages browsed by online audiences than in January this year.

NHS donations have been trending - seeing a **450% increase in search requests** over the last 90 days.

Contribution to **food banks** has also emerged as an important topic in discussions over the last 30 days.

Charities specifically around Coronavirus have managed to maintain consistent audience engagement.

INTEREST AROUND CORONAVIRUS CURE/VACCINE



Content readership in medical journals or news articles around the ongoing research and development for a conronavirus cure or a vaccine, **has tripled since the UK went in Stage 3 of the pandemic.**

1 in 3

of the people interested in the continuing coronavirus research are medium sized business owners or in C-Suite executive positions at established organisations with an average annual income in excess of 100K GBP and considerable discretionary spending capability.

OLDER AUDIENCES ARE SHOWING AN ELEVATED INTEREST IN TOPICS AROUND CHARITIES:

There's a considerable difference in the audience make-up for charitable campaigns.

Older audiences over the age of 35 years are displaying an elevated increase in the topics related to charities ever since the UK entered stage 3 of the pandemic.

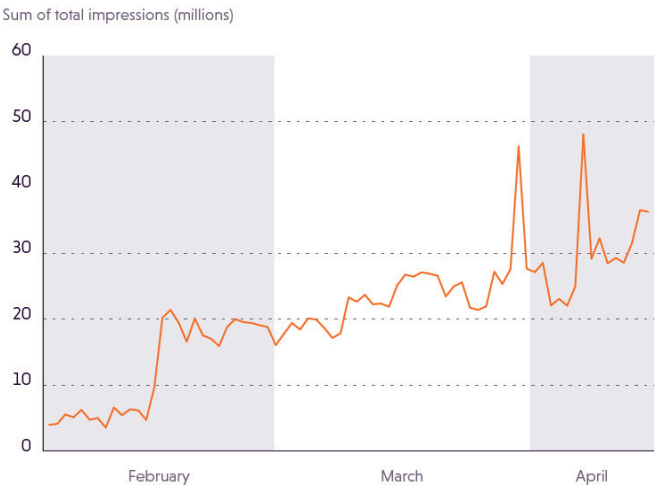
Female audiences are marginally over-indexing their male counterparts by a factor of **1.3X**

The likelihood of parents making charitable contributions has increased over the last 30 days by **13%**

DIGITAL CONTENT CONSUMPTION IS EXPLODING

With a majority of the UK audience in lockdown at home, screen time has increased exponentially seeing **the available digital opportunity has grown 52%** in the last month alone. The majority of this driven by an increased demand on alternate mediums like phones, gaming consoles and TV.

INCREASE IN THE OVERALL DIGITAL CONSUMPTION IN THE UK



Average daily available impressions

Timeline	Pre Covid	Post Covid	Change
desktops & laptops	906,3075,896	9,801,644,291	8%
game consoles	32,429,204	32,948,928	2%
media players	202,881,844	194,805,000	-4%
mobile phones	14,122,594,696	16,168,847,016	14%
set top box	42,536,352	47,066,065	11%
tablets	2,268,921,056	2,406,970,250	6%
tv	8,595,528	10,977,571	28%

With the increasing inventory, brand safety has become a problem. Out of the domains witnessing the maximum incremental activity in the UK, nearly 7% of the inventory was around content which was classified as unsafe by our brand safety integration with Adsafe.

Content around coronavirus has seen a 28X increase during the past 5-6 weeks. With advertisers looking to actively avoid such content, brand safety and choosing the right inventory has again become a challenge for the advertisers.

REACH YOUR CHARITY AUDIENCE PROGRAMMATICALLY

1 TAILORED INSIGHTS

- Pre-campaign insights to understand exactly what your specific audience is looking at
- Get deep insight on social media trends & sentiment to ensure your campaign puts empathy first
- Use our advanced pixel to understand and activate based on user behaviour on your site and characteristics of those who donate

2 CHARITY TARGETING STRATEGIES

- Use TV Sync to boost awareness by retargeting households on their digital devices who have seen your TV ad - focused on affluent postcodes
- Contextual targeting helps you reach people based on their consumption of social responsibility content or stories around the NHS
- Predictive contextual targeting helps you reach new audiences that are also likely to donate
- Our brand safety settings and partnerships ensure you get the best reach against the right kind of content

Powered by our partnerships

IAS Integral Ad Science

grapeshot

Jivox

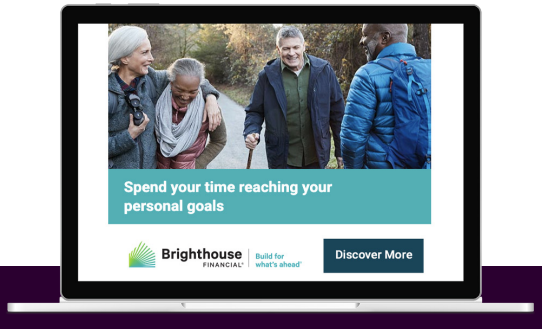
POLAR

xandr

theTradeDesk

3 CREATIVE SOLUTIONS

- Take advantage of our creative services to help you adapt your messaging and creative to the current climate
- Use dynamic creative optimization to get exactly the right message in front of people to drive donations
- Social boost display to quickly turn creative you already have into engaging ads



Reach out to your MiQ representative or contact **info-uk@miqdigital.com** for more information.