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A young woman with long, wavy, reddish-brown hair is smiling broadly, showing her teeth. She is wearing a dark-colored top. The background is a solid teal color. The text 'Data drives digital media success' is overlaid in large white font across the middle of the image.

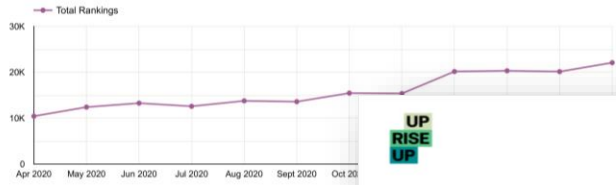
Data drives digital media success



The Drum Awards
Digital Advertising

Winner 2021

- **Best Buy-Side Team**
- **Best Use of Data**
- **Non Profit**



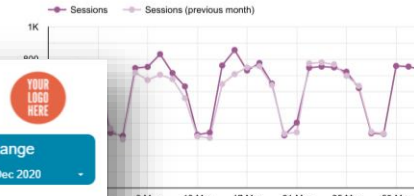
Total Rankings
24,434
+12.3K

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Channel Overview

Channel	Donations	Revenue	ROAS	CPA	Cost	Impressions
Google Ads	18,785	£1,246,236	20.2	£3.3	£81,822	259,183
Facebook	2,892	£114,054	1.7	£23.8	£87,870	6,845,217
Bing Ads	1,373	£105,458	8.6	£9.0	£12,331	56,181.33
Programmatic	1,307	£44,982	1.7	£20.8	£27,228	22,788,358
News	368	£36,778	1.5	£59.8	£33,828	3,732,408.67
Instagram	282	£9,078	1.0	£35.8	£9,355	1,088,087
Twitter	63	£3,051	0.7	£88.1	£4,307	734,059.67
Tik Tok	6	£222	0.1	£833.3	£2,867	12,076,187.33
Grand total	25,085	£1,538,919	7.4	£8.3	£209,407	50,364,680

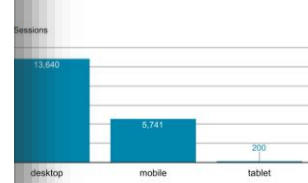
Daily Organic Sessions



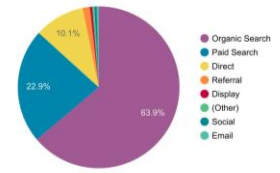
Domain Authority



Device Performance



Traffic By Channel



Top Performing Search Queries

Keyword	Clicks	Impres
1. elga	318	
2. total organic carbon	251	
3. elga labwater	167	
4. toc	114	
5. toc analysis	103	
6. elga water	89	
7. elga veolia	85	
8. ultra pure water	67	
9. what is toc	67	
10. toc in water	65	

DATA SOURCE: GOOGLE ANALYTICS DATA

Landing Page is '/i-want-to-volunteer'



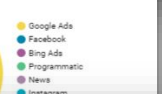
Cost



Donations



Revenue



DATA SOURCE: GOOGLE ANALYTICS DATA

Landing Page is '/i-want-to-volunteer/sign-up'



DATA SOURCE: GOOGLE ADS DATA

Paid Search Activity

Keyword	Impres	Search Imp Rate	Imps (Click %)	Search Cost (B Budget)	Clicks	CTR	Avg CPC
volunteer opportunities	48,774	62.2%	30,235	15,792	2,531	11.7%	£1.24
volunteers	22,814	29.2%	6,695	78,794	11,763	61.2%	£1.21
charity volunteer	19,212	9.8%	1,914	79,615	714	4.8%	£1.92
charity work volunteer	12,148	16.2%	1,929	79,615	1,078	8.2%	£1.28
volunteering service	12,648	18.2%	2,311	1,064	12,873	61.8%	£1.08
volunteer	12,298	9.9%	3,827	1,298	10,563	12.2%	£1.24
volunteering	10,919	9.8%	2,411	80,176	398	2.8%	£2.81
volunteering jobs	7,718	9.9%	7,045	70,395	328	4.2%	£1.68
charity volunteering	7,689	41.9%	64,521	1,888	2,449	62.0%	£1.01
volunteering	7,179	10.8%	47,241	78,148	794	10.2%	£1.81
volunteering near me	5,238	14.6%	78,426	78,794	628	11.8%	£1.88
volunteering opportunities	4,981	6.9%	14,611	82,875	11,563	69.7%	£1.08
HPLC Pharma Region	4,682	37.8%	87,841	81,228	1,888	38.9%	£0.22
volunteering	4,219	9.9%	11,171	82,295	343	7%	£2.47
volunteer opportunities	4,072	9.9%	49,621	81,875	318	7.8%	£2.61
volunteering uk	3,844	16.1%	45,441	78,794	418	10.7%	£1.14
volunteering near me	3,793	22.8%	32,871	82,875	354	14.8%	£1.71
charity volunteering	3,692	37.6%	42,311	82,875	1,128	39.9%	£1.84
volunteering london	1,747	9.9%	15,671	77,915	121	9.9%	£1.37
charity work volunteer	1,697	11.8%	12,881	78	4,128	1,188	£1.71

Persona: Susie Sharpe

Top Line Stats

Amount spent
£2.48K

Link clicks
39.9K

Completed Health Checks
12.7K

Cost / Completed Health Check
£0.19

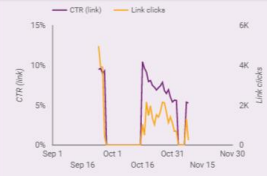
Email Me My Report Button
615

Cost / Email Submission
£4.04

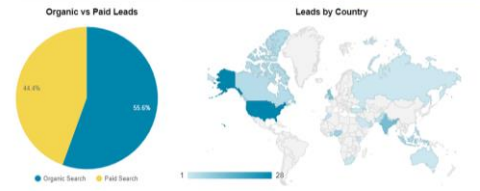
Ad Performance



Results Over Time



Age Range: 45 - 64
Gender: Female
Interests: Family, Wine, Recipes, Organic Food, Vegetarian, Vegan



	Organic	Paid
Enquiry Form	38	29
Get a Quote Form	22	17
Book a Demo Form	0	2
Risk Campaign Form	0	0
Quest Campaign Form	12	11
HPLC Pharma Campaign Form	0	0
HPLC TDM Form	1	0
Whitepaper Download	0	0
Reg Your Product USA/ CAN	1	1
Reg Your Product non-USA/ CAN	1	1
Lab Water Wise Toolkit PDF	6	3
HPLC Pharma PDF	0	0
HPLC TDM PDF	0	0
Pure Water Guide PDF	32	0
Purelab Quest Brochure PDF	47	17
Purelab Quest Consumable PDF	11	6
Approved Partner Clicks	147	95
All Form Submissions	118	89

Please note
- All % changes are month on month
- Leads refers to the 3 form submissions: Enquiry, Get a Quote, Book a Demo

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We cannot afford not to get this right

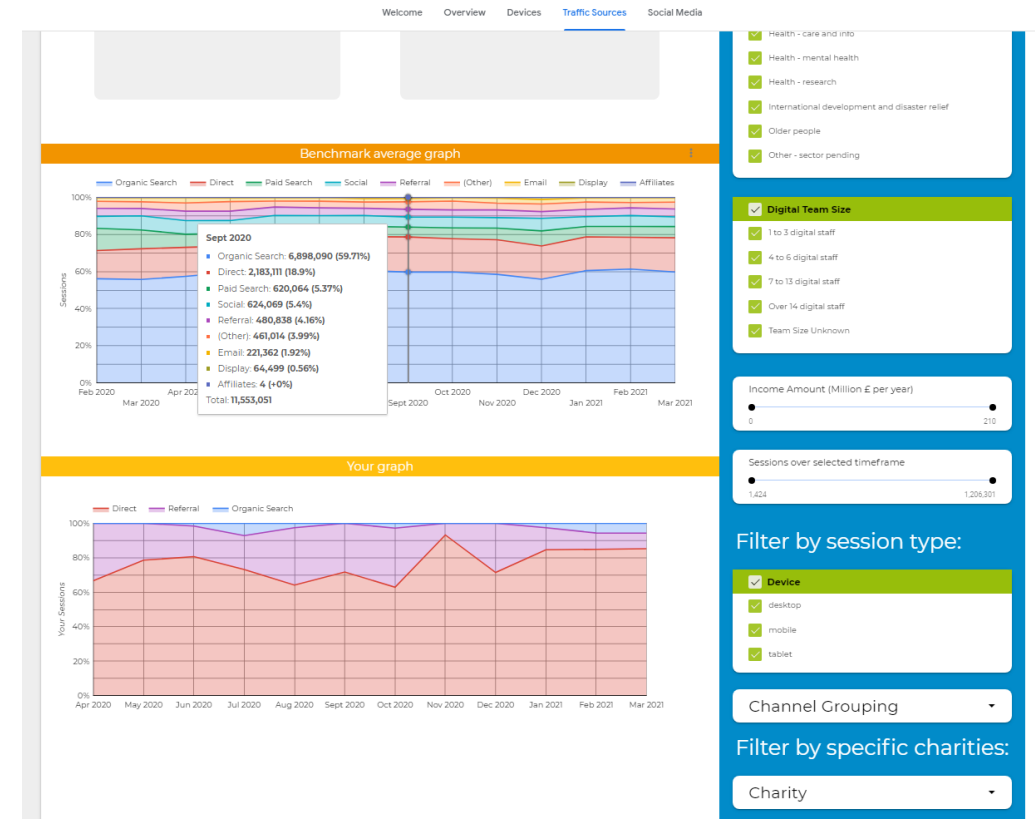
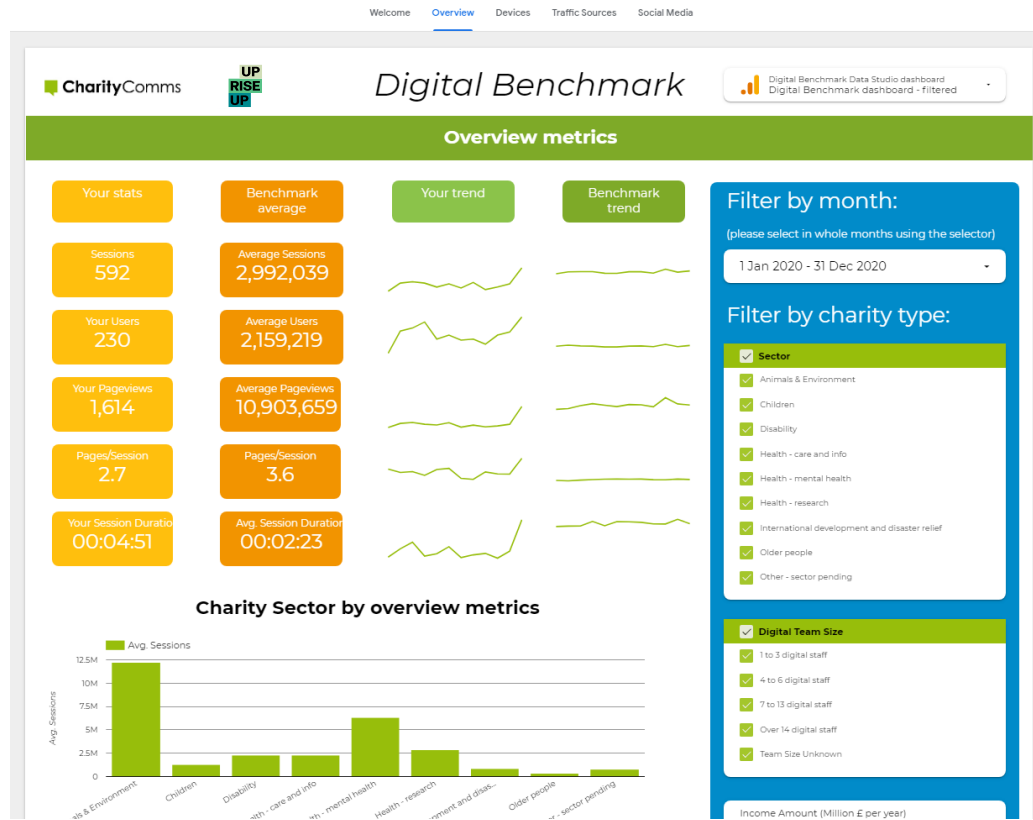
Plan

1. Objectives
2. KPIs

Implement

3. Infrastructure
4. Technology
5. Futureproof

1. Objectives



charitycomms.org.uk/digital-benchmark

2. KPIs



2. KPIs



Media

Behaviour

Conversions

2. KPIs



Conversions

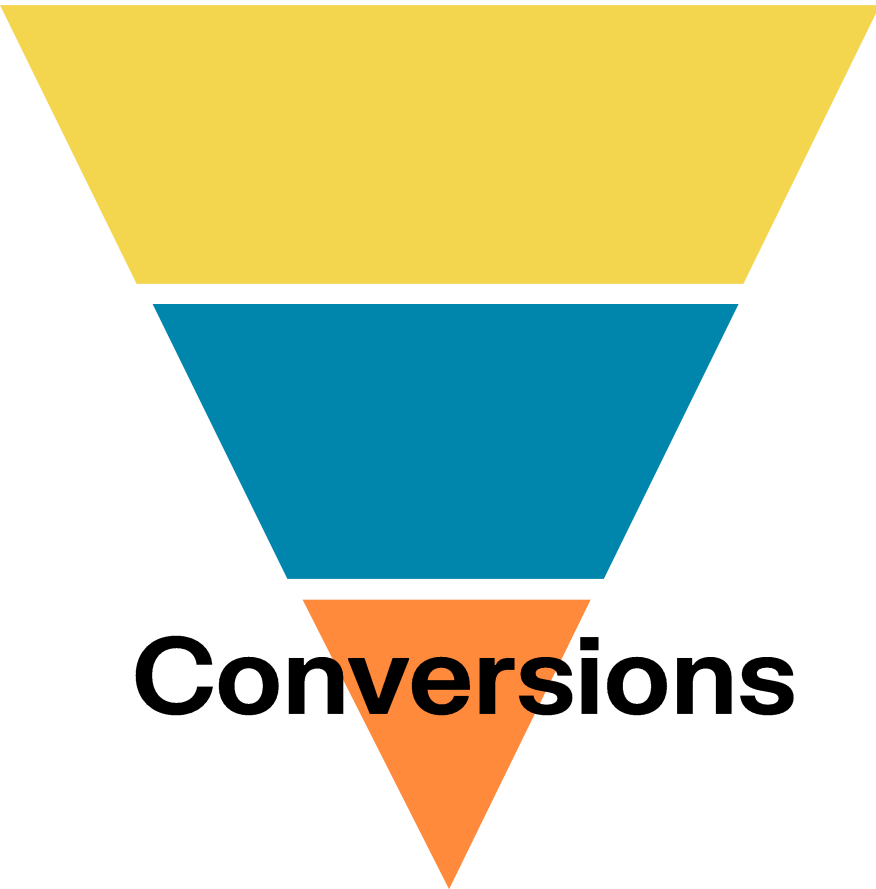
2. KPIs



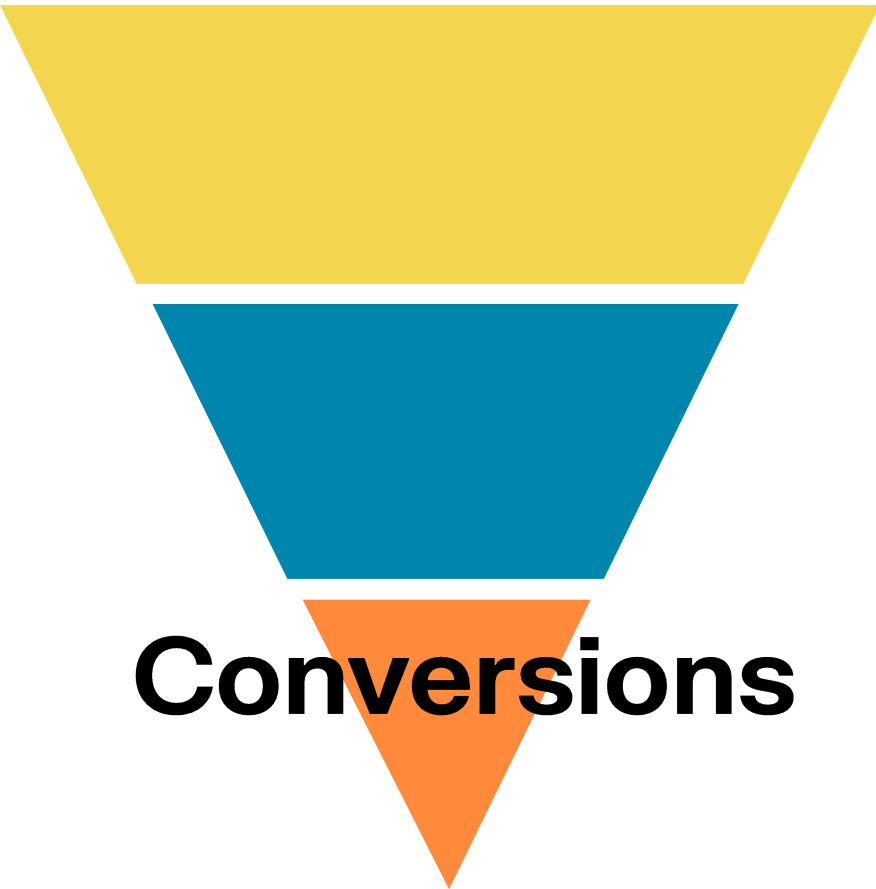
£ Ecommerce

Conversions

2. KPIs



2. KPIs



Engagement:

- **Scroll depth?**
- **Timing tracker**
- **'Was this helpful' button**

2. KPIs



Behaviour

2. KPIs



Behaviour

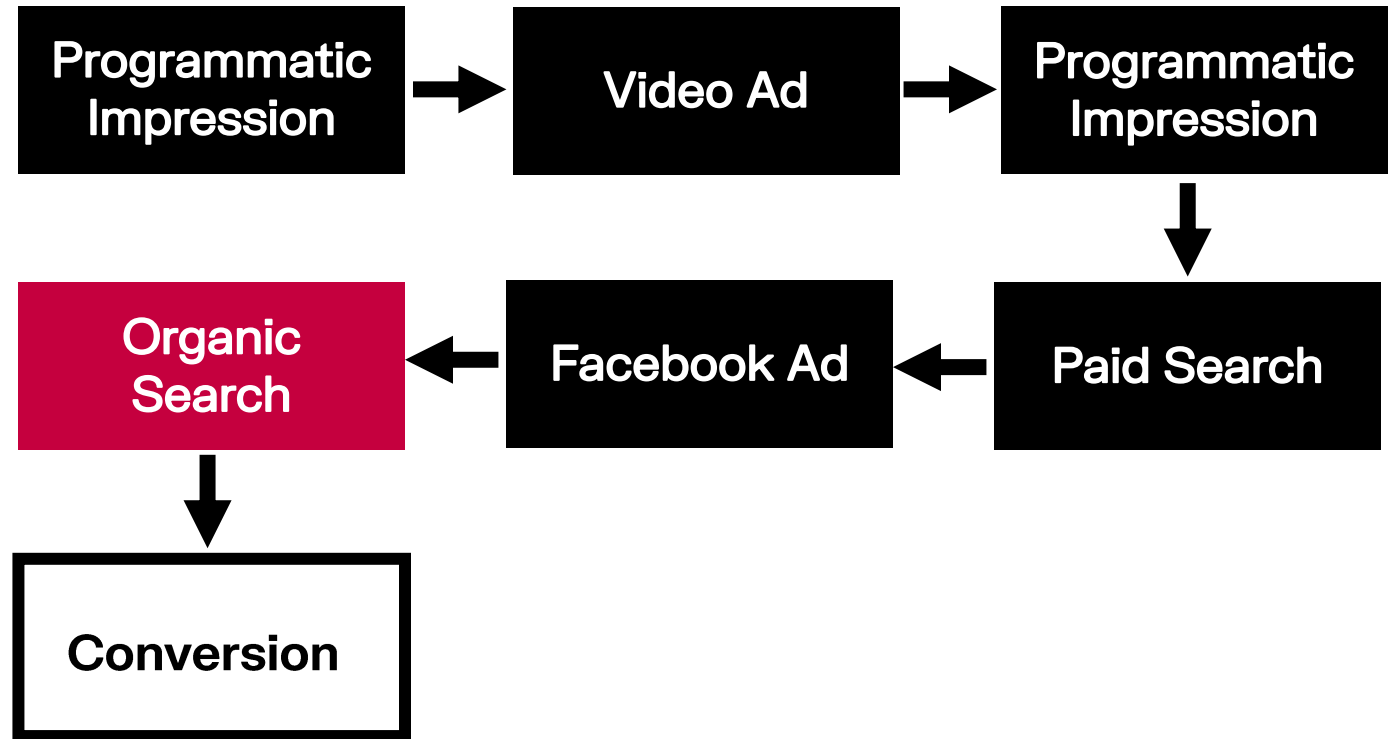
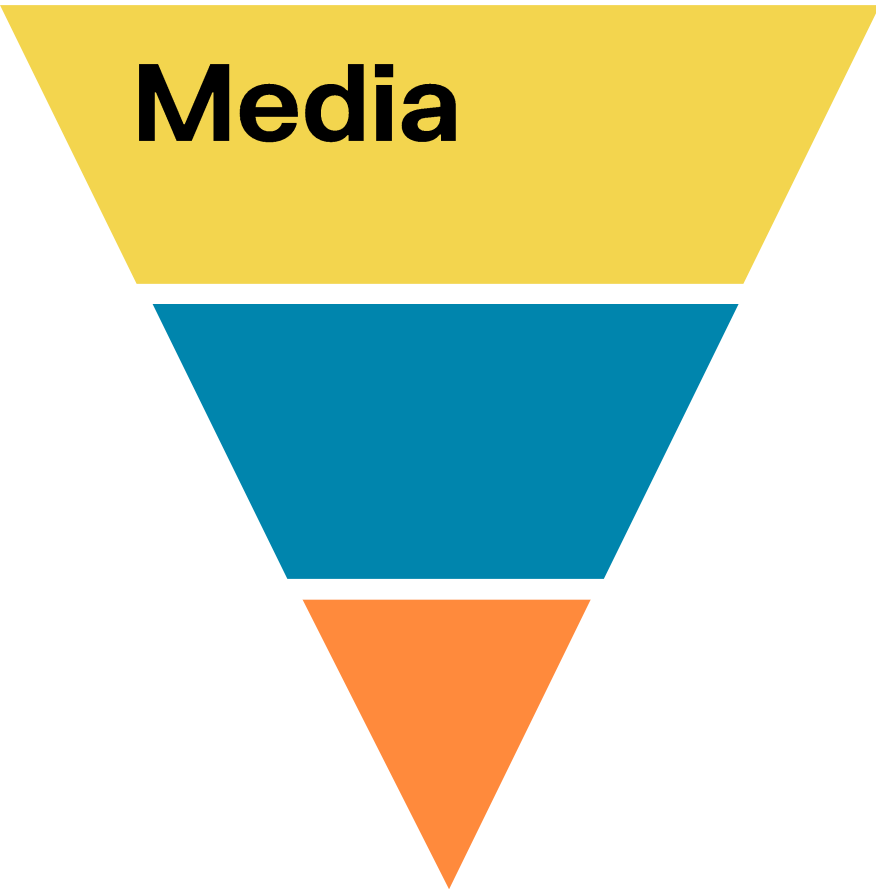
- **Analytics**
- **Search Console**
- **Tag Manager**
- **Optimize / Optimizely**
- **Hotjar / Crazy Egg**

2. KPIs

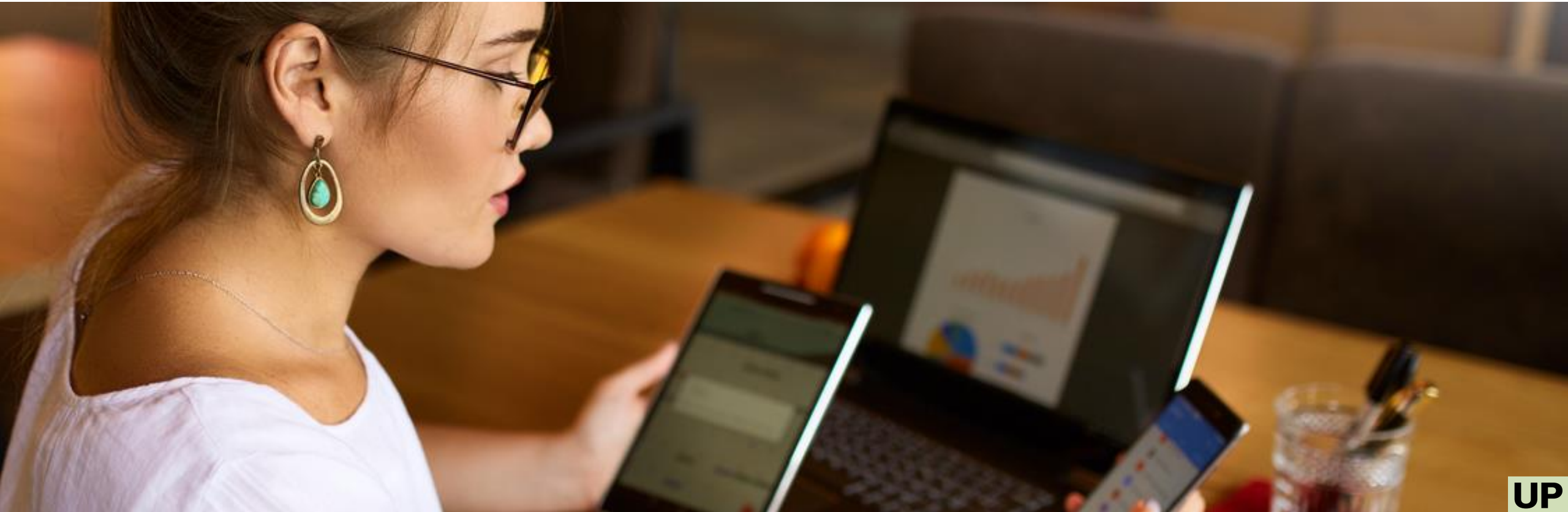


Media

2. KPIs



Infrastructure & Technology



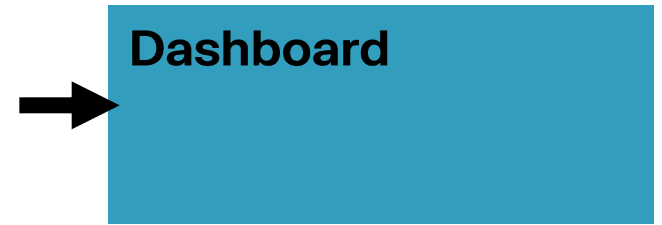
3. Infrastructure

Analytics

CRO tools

Media Channels

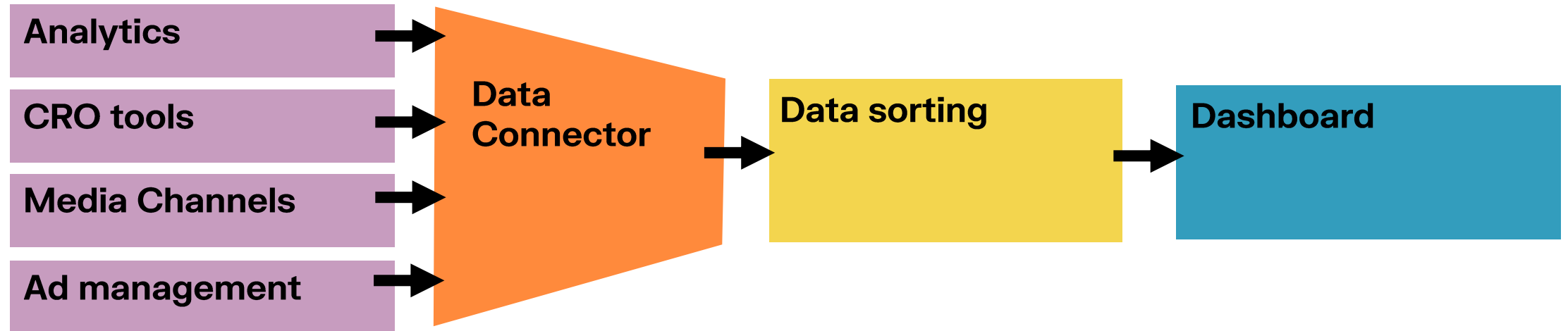
Ad management



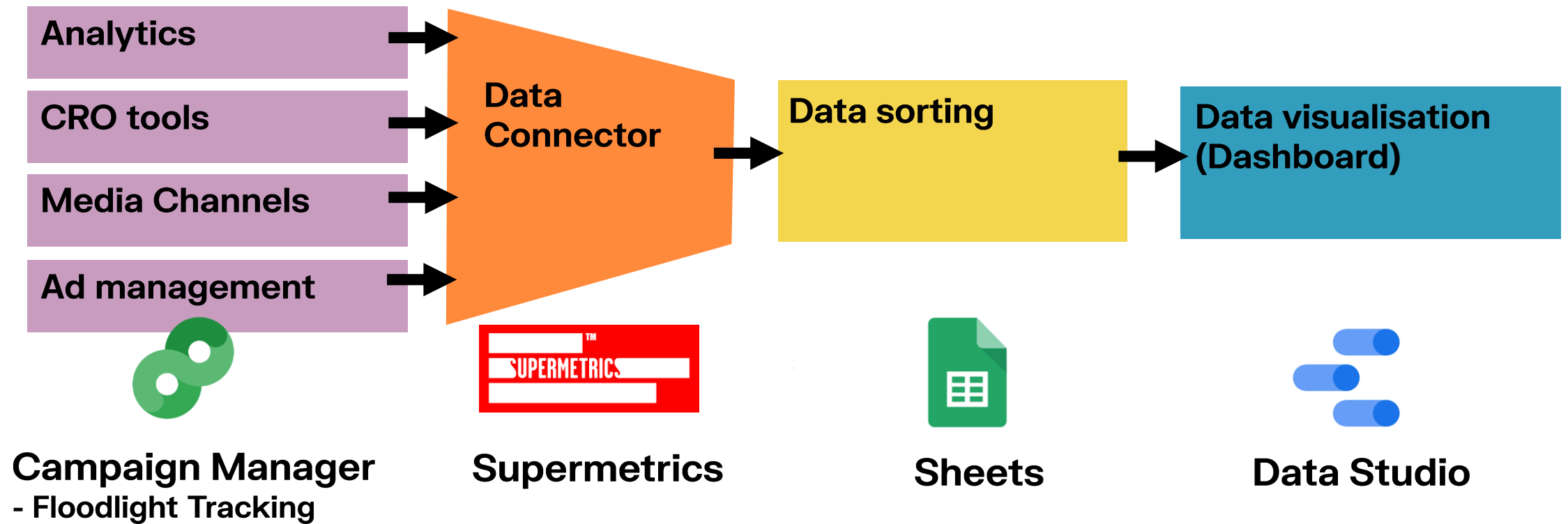
3. Infrastructure



3. Infrastructure



4. Technology





5. Futureproof

- CIVIC UK
- GA4
- Bing / Google 1st party pixels
- ...



Enjoy!



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upriseup.co.uk/events