

MEDIA DECK

Q2 2024 / APRIL – JUNE



Give as you Live



Give as you Live

Our Members...Your Shoppers: It would be impossible for Give as you Live to raise millions for UK charities without partnerships with brands like yours. Connecting the right audience with the right brands has never been more important as UK shoppers continue their drive to find the best deals and savings in 2024. With a membership of over 50k loyal, charitable shoppers who make a difference to UK charities with every penny they spend online, it's time to get them engaged with your brand and make a real difference in 2024.

Our Goal: Over £30 million has been raised for UK charities on the Give as you Live platform and this year we're aiming to raise an additional £9 million from our member's fundraising activity.

Making The Most Of Your Budget: We want to work with partners with all levels of budget, don't hesitate to reach out to see how we can support a key campaign launch or how we can engage our members with your brand. Alongside weekly placements, our monthly and quarterly sponsorship packages are a great place to start as, not only will you save over 25% by booking in advance, you'll also have control of when and what you promote.

Any questions? Reach out



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KEY STATISTICS

Quarterly Stats

Spend

£3.5m+



Sales

54k+



Retailer Visits

300k+



Retail Partners

Donations

£3m+



Retail Partners

6,000+



Charity Partners

200k+



Members

% Of Spend

Female

65%

Male

35%

Age Range

18-35

17%

36-54

41%

55+

42%



OPPORTUNITIES

Q2 2024 / APRIL - JUNE

RATE CARD

EMAILS

Solus

From £700

Weekly Newsletters

Primary Banner £500
Featured Placement £325
Mid-Banner £350
Regular Placement CPAi

Transactional Email

£500 Per Week

ONSITE & SOCIAL

Dashboard Banner

£500 Per Week

DTD Landing Page MPU

£300 Per Week

Category Takeover

£300 Per Week

Takeover Pop-up

£550 Per Week

Offers Landing Page MPU

£300 Per Week

APP

App Banner

£400 Per Week

Mobile Push Notification

£250 Per Send

Browser Extension

£300 Per Week

PACKAGE OPPORTUNITIES

Monthly Sponsorship - £1,325
Complete Monthly Takeover - £2,500
Quarterly Newsletter Sponsorship - £2,760
New Partner Sponsorship – from £500

WEEKLY NEWSLETTERS

Tenancy placements from £325

Deals That Donate

Our weekly newsletters are a great place to showcase your best deals and offers, and with at least 4 opportunities per month, we have the flexibility to get your brand in front of our audience when it can have the most impact.

As a bonus, partners will also be included on our [‘Deals That Donate’ landing page](#) for 7-days of additional exposure.

Available Placements:

- 1 x Top Banner
- 4 x Featured Placements
- 1 x Mid-Email Banner
- 10 x Regular CPAi Placements

Top Offer Banner:

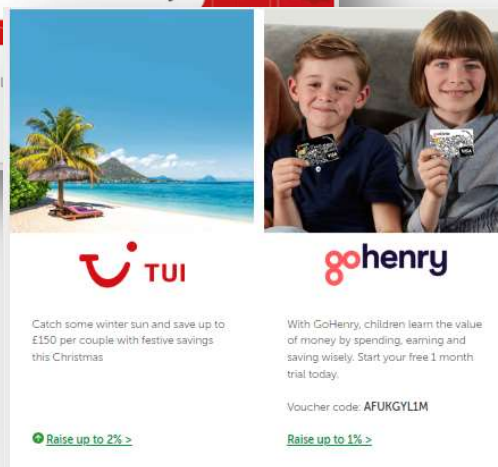
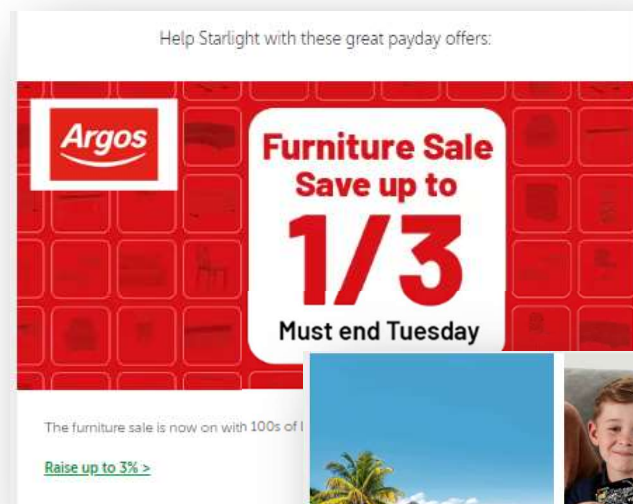
- Image Size: 600 x 300px
- Copy: Up to 150 characters

Featured Offer:

- Image Size: 300 x 275px
- Copy: Up to 130 characters

Regular Offer:

- Copy: Up to 130 characters



24%
Open Rate



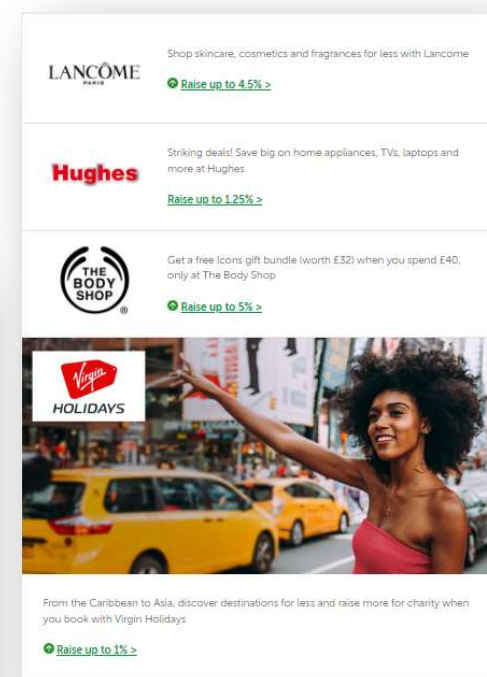
2%
Clickthrough Rate



55k
Active Recipients



WEEKLY
Newsletter Sends



SOLUS EMAIL

Tenancy Fee: £700 (per send)

Take control of the message

A tailor-made solus email gets your key offers and campaigns in front of our members when it matters the most to you. As the email is dedicated to your brand, we can support specific campaigns or promote everything you have to offer.

Available Placements:

- Available through Q2 (Limited to 1 per brand/per month)

Content:

- Header Image Size: 600x300px
- Offer Image Size: 250x250px or 300x275px
- Main Copy: Up to 500 characters
- Offer Copy: Up to 130 characters

Targeting Includes:

- Category click-throughs and shops
- Retailer click-throughs and shops



26%
Open Rate



1% - 3%
Clickthrough Rate



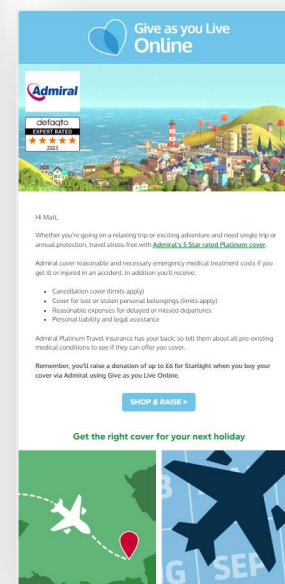
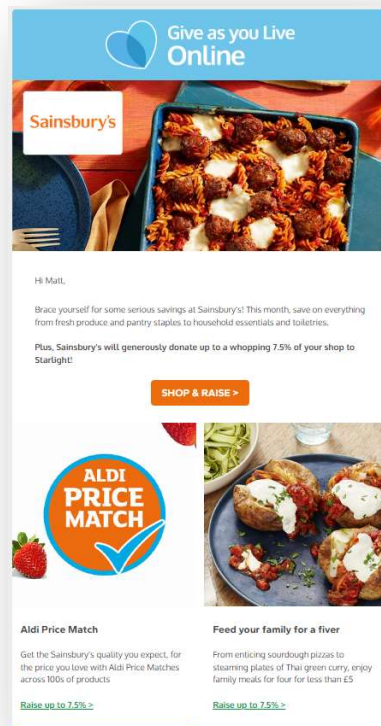
55k
Active Recipients



BESPOKE
Monthly Sends



Targeted Segments
Available On Request



TRANSACTIONAL EMAIL

Tenancy Fee: £500 (per week)

Daily transactional emails

With 1000s of transactions every day, our Transactional Email placement will put your brand in front of some of our most active members, thus providing a re-engagement opportunity and another chance to catch our members in the shopping mood.

These emails have a fantastic open rate of 26%, this email is a great place to feature your top offers and make sure that our members stay engaged with the brands that can help them raise even more for charity.

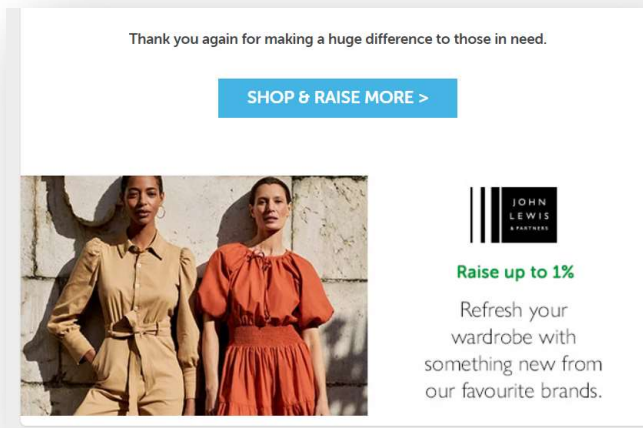
Available Placements:

- 1 x Wide Banner in Email

Content:

- Image Size: 600x300px
- Offer Copy: Up to 130 characters

Give as you Live can also create this content at your request if the offer text and imagery are supplied in advance.



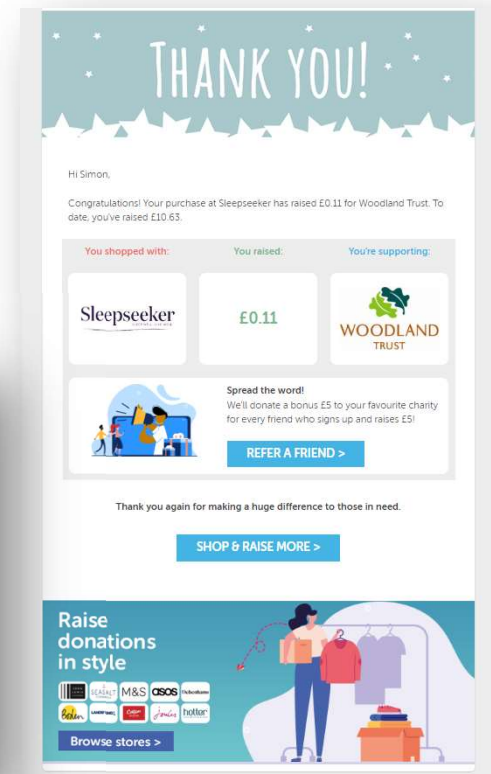
26%
Open Rate



35k
Active Shoppers



DAILY
Email Sends



DASHBOARD BANNERS

Tenancy Fee: £550 (per week)

Front and centre

Have an important sale or seasonal change coming up? Our onsite dashboard banners can provide you the opportunity to stand out from competitors and deliver increased engagement as THE retailer members see when they login to their Give as you Live account.

Have a promotion that doesn't run Monday – Sunday, or only runs over a weekend? Get in touch today to discuss custom options that fit your campaigns.

Available Placements:

- 4 x Onsite Banners per week

Content:

- Web Banner Size: 1200 x 400px
- Mobile Banner Size: 740 x 350px
- Offer Copy: Up to 150 characters

Give as you Live can also create this content at your request if the offer text and imagery are supplied in advance.



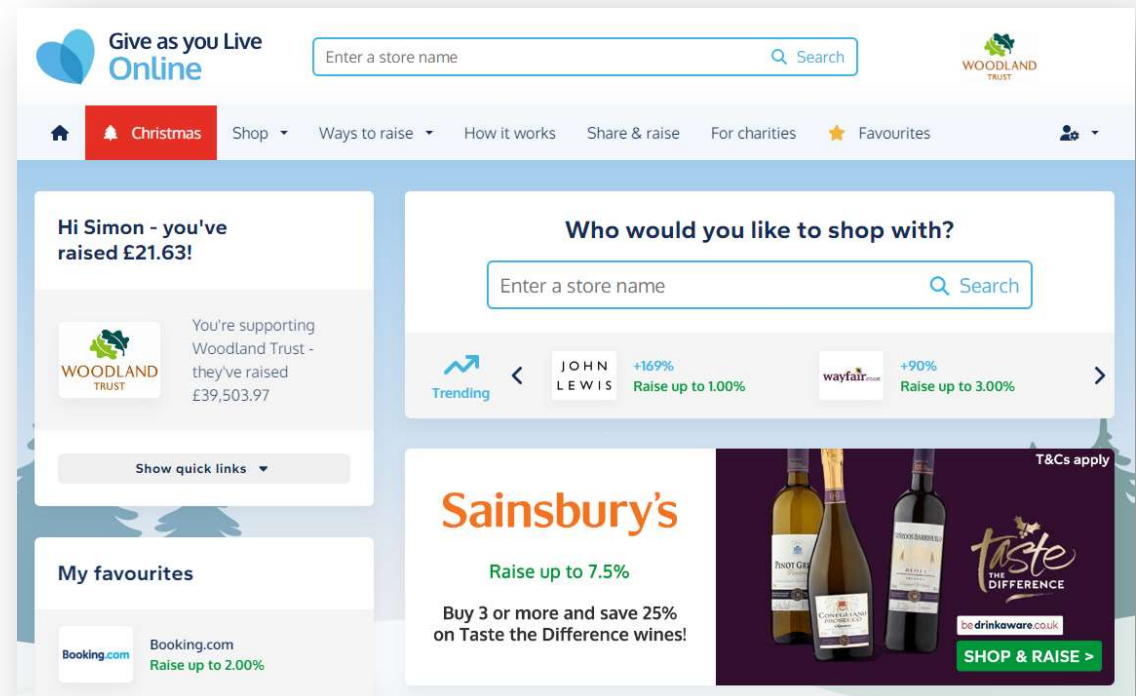
15k+
Weekly Unique Visitors



WEEKLY
Placements



35k
Active Shoppers



TAKEOVER POP-UP

Tenancy Fee: £550 (per week)

The right offers

It's important to give your key offers the right opportunities to succeed. Our takeover pop-up is the perfect placement to highlight your strongest deals and deliver them right to our audience.

Your key promotion or campaign will be presented as an onsite pop-up to all Give as you Live Online members, daily, when they visit our site for the duration of your activity.

So, whether you are looking to showcase the very best in new season highlights or new campaign launches, we'll make sure our members take notice.

Content:

- Image Size: 600 x 600px
- Offer Copy: Up to 130 characters

Give as you Live can also create this content at your request if the offer text and imagery are supplied in advance.



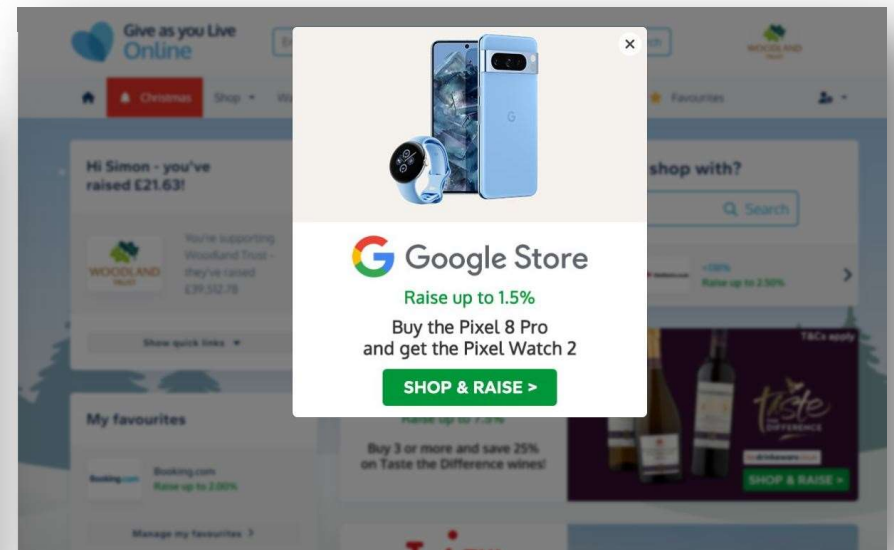
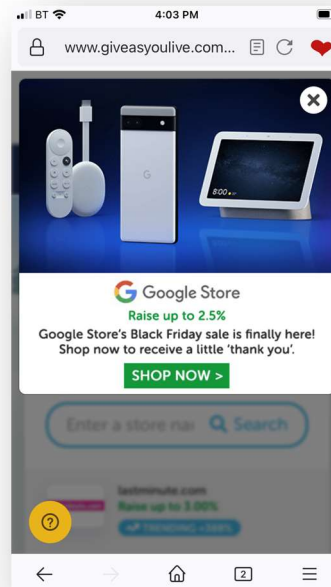
15k+
Weekly Unique Visitors



WEEKLY
Placements



35k
Active Shoppers



APP BANNERS + NOTIFICATIONS

Tenancy Fee - App Banner: £400 (per week)

Tenancy Fee - Push Notification: £250 (per send)

iOS App

Our iOS app has been downloaded by over 21,000 of our most loyal members. Get your key offers right at their fingertips on both iPhone and Android devices.

Push Notifications

Perfect for highlighting sale end dates, offers, and limited-time donation increases, use our push notifications to get your latest offers straight to our app users.

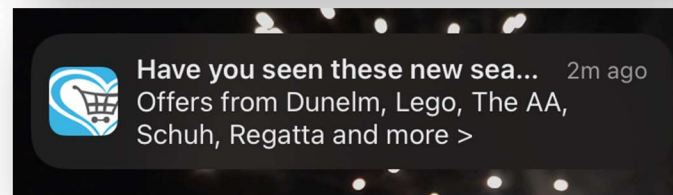
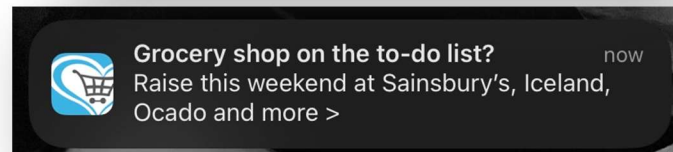
App Content:

- App Banner Size: 740x350px
- Offer Copy: Up to 150 characters

Push Notification Content:

- Header Copy: 30 characters
- Offer Copy: Up to 150 characters

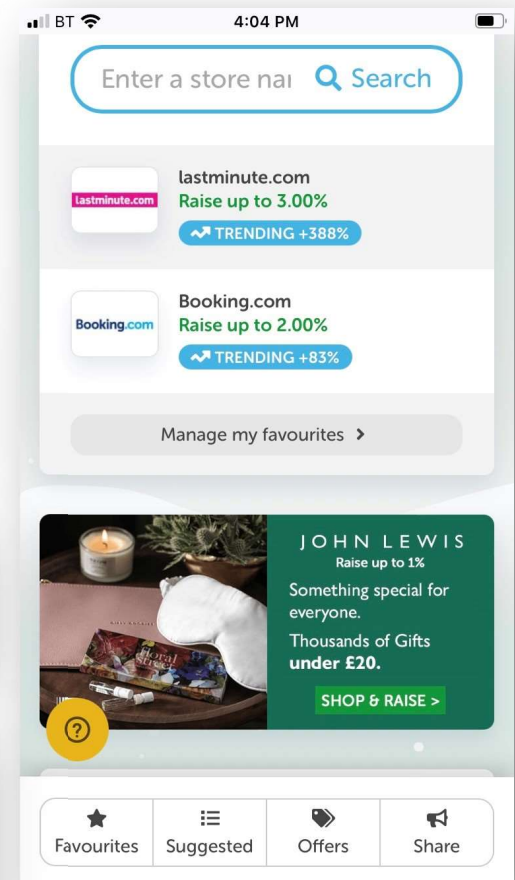
Give as you Live can also create this content at your request if the offer text and imagery are supplied in advance.



21k+
App Users



WEEKLY
Placements



BROWSER EXTENSION

Tenancy Fee - Banner: £400 (per week)

Donation raising made easy

Our browser extension has been growing year-on-year, and in Q2 we want to give you the opportunity to become a featured partner in the tool where you'll catch the attention of 1000s of engaged and active shoppers looking to make a difference.

Whether a deal of the week or a deal of the day, we'll make sure our members don't miss out on your key offers.

Browser Extension Content:

- Banner Size: 400x110px
- Offer Copy: Up to 150 characters
- Landing Page Link

Coming Soon:

- Takeover pop-up

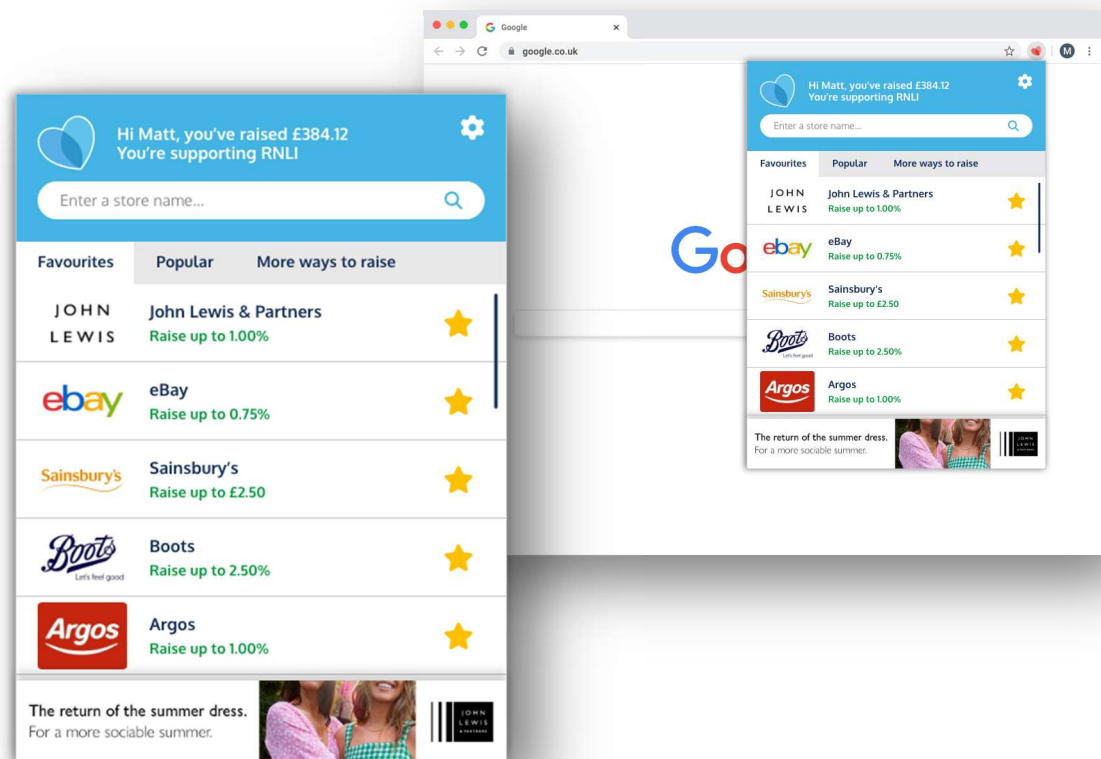
Give as you Live can also create this content at your request if the offer text and imagery are supplied in advance.



16k+
Users



DAILY/WEEKLY
Placements



DOUBLE DONATIONS EVENT

Tenancy placements from £250

Double the donations

Want to help our members make even more of a difference to the charities they support AND provide uplifted engagement for your key deals and offers? Boost your CPA rate in Q2 during our Double Donations Event and take advantage of one of our member's favorite events.

We will have both tenancy & CPA only opportunities (as well as bespoke options) available so get in touch to find out how your brand can get involved.

Each brand taking part will be included in:

- Event launch newsletter
- Event reminder email
- Last chance to shop newsletter
- Inclusion/promotion on dedicated landing page

Throughout the week we will also be supporting partners with:

- Push notifications
- Additional onsite and social event banners

Our last event saw:

- 14-days of boosted shopping
- Over 320,000 emails sent
- 34% Open Rate for event emails
- 40,000+ unique store visits
- 8,200+ unique sales
- 70% increase in click-throughs for participating retailers



23%
Open Rate



2%
Clickthrough Rate



60k
Active Recipients



DATE
Starting 17th June



NEW PARTNER PACKAGE

Tenancy Fee: from £295

Your first feature!

Not worked with Give as you Live before but want to start in Q2? Our new partner package is the perfect opportunity to introduce your brand to our members at a discounted rate and to increase brand awareness without the requirement for prolonged activity.

Available to all partners who have not previously booked activity with Give as you Live or have just started a partnership.

New Partner Package 1 - £295 (Save 10%)


- 1x Featured placement in our Deals that Donate newsletter
- 1x Regular placement in our Deals that Donate newsletter
- 2x Featured placement in our Deals that Donate webpage

New Partner Package 2 - £500 (Save 20%)

- 1x Regular placement in our Deals that Donate newsletter
- 1x Featured placement in our Deals that Donate newsletter
- 1x MPU Banner in our Deals that Donate webpage
- 1x Featured placement in our Deals that Donate webpage

New Partner Package 3 - £700 (Save 20%)

- 1x Weekly Dashboard Banner (Live on-site for 7 days)
- 1x Mid-banner placement in our Deals that Donate newsletter
- 1x Regular placement in our Deals that Donate newsletter
- 2x Featured placement in our Deals that Donate webpage



LANDS' END

Shop tops, shorts, dresses and swimwear for less with huge savings in the Lands' End sale!

[Raise up to 2.5% >](#)



Perfect paperbacks, shop great reads at great prices with up to 20% off

[↑ Raise up to 2% >](#)



Boots

Raise up to 2.5%

Santa-approved savings! Tick off their Christmas list for less with Boots' merry & bright must-haves at better than half price!

[SHOP & RAISE >](#)

STANDARD MONTHLY SPONSORSHIP

Tenancy Fee: £1,325 (per month)

Promote your Q2 deals & offers

Receive flexible placements in newsletters, on our site and in our app to ensure that your brand gets noticed during key campaigns or across a whole month during this key time of the year.

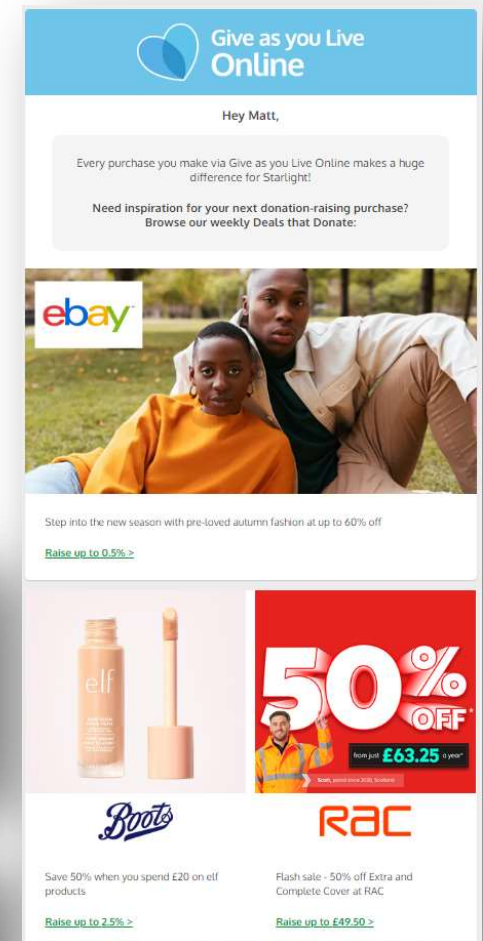
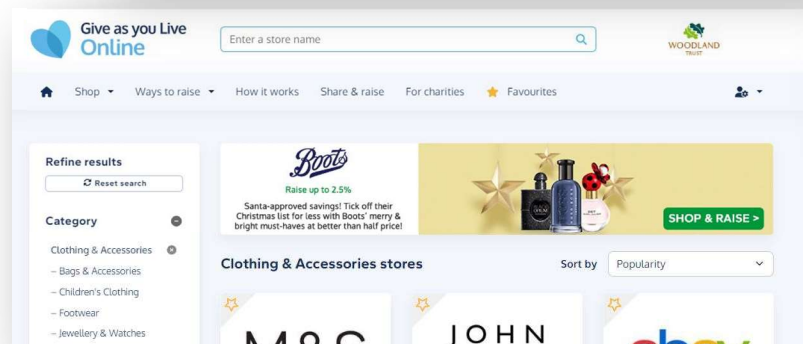
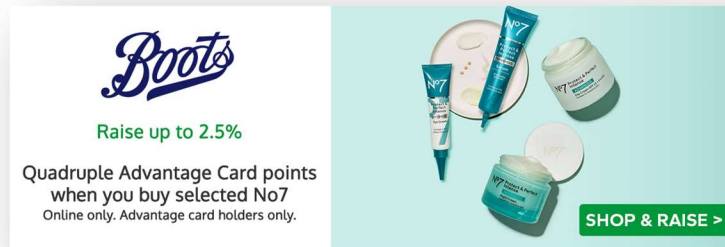
You'll save over 10% compared to booking these placements individually and if you book this package for at least two months in the quarter, we'll offer a further 10% discount.

Package Includes:

- Dashboard Banner – 1 x for any 7-days
- Category Banner – 1 x for any 7-days
- Featured Offer - 1 x in weekly newsletter
- Mid-Email Banner – 1 x in weekly newsletter

Key Info:

- 55k – 65k contacts per send
- 40k monthly dashboard views
- 25% email open rate
- 2% - 3% email clickthrough rate



COMPLETE MONTHLY SPONSORSHIP

Tenancy Fee: £2,500 (per month)

Available April, May & June

Your brand will be **THE** primary partner in the month and be involved in key activity for our members including weekly newsletters, bespoke solus sends, and additional on-site and in-app activity.

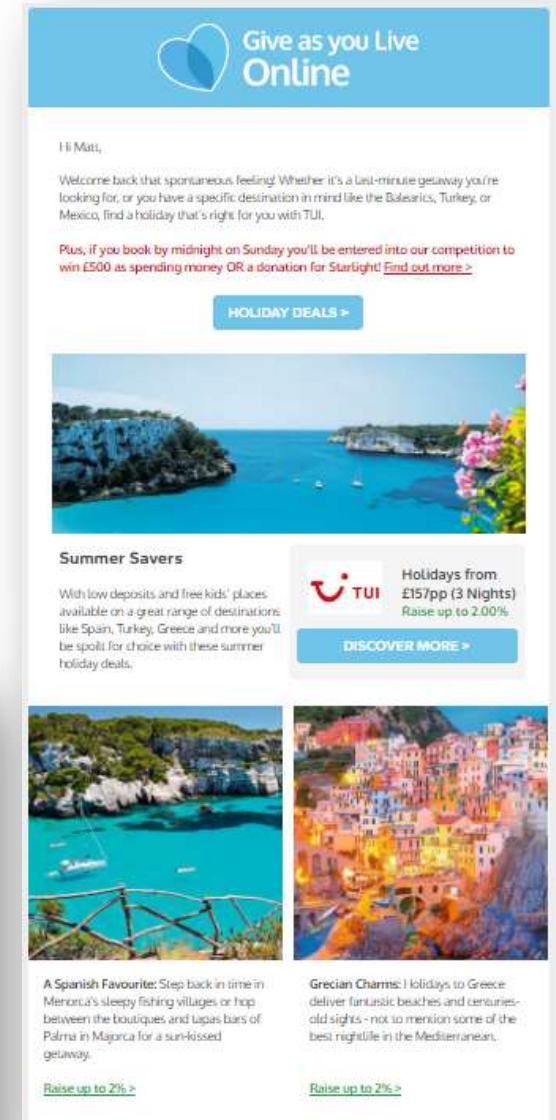
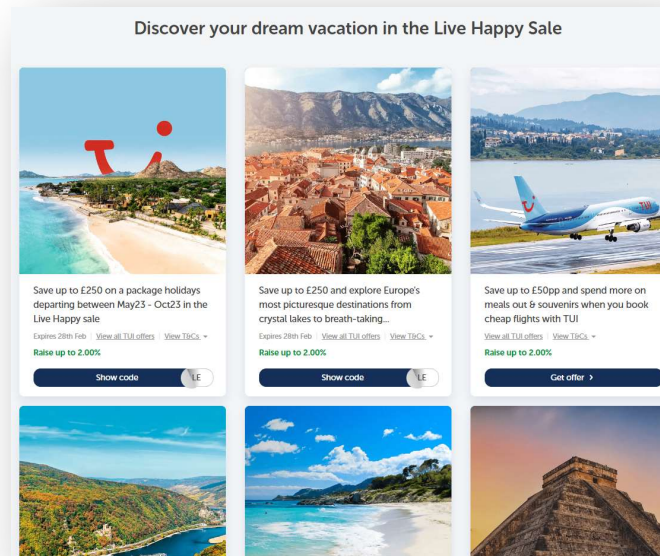
Our Complete Monthly Takeover package is offered at a reduced cos, so you'll save over £1,100 compared to booking these placements on an individual basis.

Each month we'll provide the following activity:

- Top Offer - 1 x in weekly newsletter
- Featured Offer - 2 x in weekly newsletter
- Banner Offer – 1 x in weekly newsletter
- Dashboard & App banner for 1 week
- Transactional email banner for 1 week
- Dedicated Solus email

Key Info:

- 55k – 70k contacts per email
- 65k monthly app views
- 40k monthly dashboard Views
- Targeted/Category sends



QUARTERLY SPONSORSHIP

Tenancy Fee: £2,760 (£920 per month)

Secured newsletter activity every month

Looking for something long-term? Lock-in exposure for Q2 and make sure that whether you have a key offer or promotion - or simply want to focus on brand awareness - you'll have a spot with Give as you Live members.

Use this sponsorship package to ensure our members don't miss out on what your brand has to offer and keep them engaged each week of the quarter.

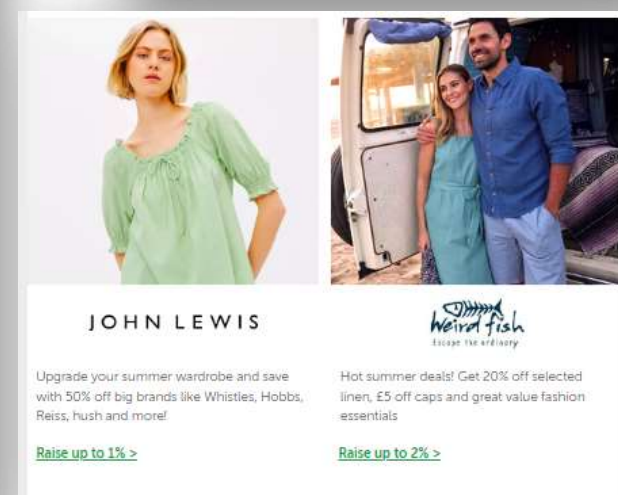
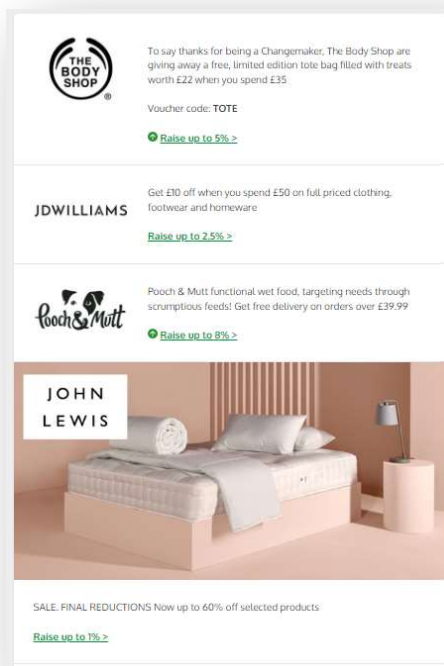
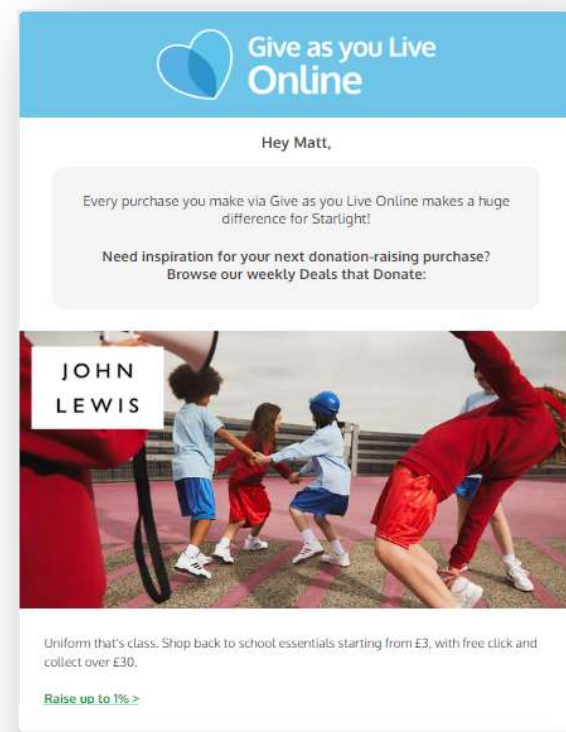
You'll save over 20% compared to booking this activity individually.

Each month the package includes:

- Top Offer Placement - 1 x in weekly newsletter
- Featured Placement - 1 x in weekly newsletter
- Mid-Email Banner – 1 x in weekly newsletter
- Regular Placement – 1 x in weekly newsletter

Key Info:

- 55k – 65k contacts per send
- 24% open rate
- 2% - 3% clickthrough rate



CALENDAR

April-June 2024

SUGGESTED ACTIVITY:



NEWSLETTER



SOLUS
OPPORTUNITY



DOUBLE DONATIONS
EVENT

April		
MONDAY	WEDNESDAY	SUNDAY
01	03	07
Public Holiday		
08	10	14
15	17	21
22	24	28
29	01	05

May		
MONDAY	WEDNESDAY	SUNDAY
29	01	05
06	08	12
Public Holiday		
13	15	19
20	22	26
27	29	02
Public Holiday		

June		
MONDAY	WEDNESDAY	SUNDAY
27	29	02
03	05	09
10	12	16
17	19	23
24	26	30



Give as you Live

CONTACT US



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