

# Craving Conversion: from content to cart

June 2025



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TRUSTED CONTENT

2

SYNERGY WITH  
PASSIONS

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AUDIENCES  
LOOKING TO BUY

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PROVEN RESULTS

Esquire

TopGear  
MAGAZINE

Yours

Golfer

MCN

PC GAMER

androidcentral

chat

BAZAAR

prima

ClassicBike

Take a BREAK

HouseBeautiful

heat

olive

GRAZIA

nutra check

WHAT HI-FI?

RECORD  
COLLECTOR

BMJ

Gardeners'  
World magazine

The Drum

COSMOPOLITAN

WIRED

MADE FOR  
MUMS

car

tv  
choice

GQ

CULTURESHOCK

campaign

ELLE

EMPIRE

Country  
walking

MOJO

TimeOut

ars TECHNICA

best

GLAMOUR

Puzzler

HOUSE  
& GARDEN

bon appétit

25 BEAUTIFUL  
HOMES

RadioTimes

AnglingTimes

MONEYWEEK

Red

THE WORLD OF  
INTERIORS

Women'sHealth

woman&amp;home

BIG  
ISSUE

bunkered

# ENGLISH  
HERITAGE

VOGUE

Condé Nast  
Traveler

Decanter

RUNNER'S

goodFOOD

T3

Men'sHealth

that's  
life!

Ideal Home

Digital Spy.

FILM

STYLIST

BORN DIFFERENT

Good Housekeeping



Style at Home

Wallpaper\*

NewScientist

THE SKINNY  
INDEPENDENT CULTURAL JOURNALISMLondon Review  
OF BOOKSBBC  
HiSTORY

CB CREATIVE BLOQ

# Leading food brands and communities

goodFOOD

TimeOut

olive

FOOD & LIVING  
Vegan

Esquire

Good Housekeeping

Women'sHealth

Red

RUNNER'S  
WORLD

bon appétit

GQ

delicious.



woman&home

HOUSE  
& GARDEN

Decanter

Ideal Home

Men'sHealth

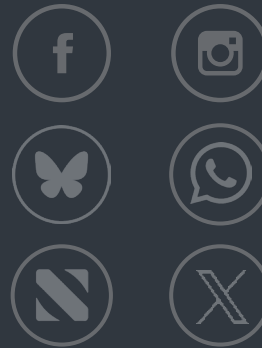


# Where we connect with consumers

Safe, positive spaces for brands to thrive



Subscriptions



Social media



Events



Email



Podcasts



Video



Ecommerce







# Food Glorious Food

Big business. Significant impact



# Biggest lifestyle category online

11% of total household spend

3<sup>rd</sup> biggest spend

ONS

2<sup>nd</sup> biggest ad category

£1.1b spend every year

NIELSEN

Interested in food and drink content

24.8m half of all internet users

IPSOS IRIS CUSTOM ANALYSIS

Visit food & drink websites

62% every month

IPSOS IRIS

High engagement: average time spent on food & drink content

17mins

IPSOS IRIS

Total spend (per shop)

£4.6m

TGI

# The power of passionate communities

4.5m

internet users have a high interest in food & drink.

They are **in the top 20% for time spent** on food & drink content.

IPSOS IRIS CUSTOM ANALYSIS

94%

of those with a **high interest in food & drink content** are visitors to trusted editorial brands

IPSOS IRIS CUSTOM ANALYSIS

+59%

The **increase in favourable perceptions around food & drink ads** amongst those who trust magazine media advertising

AA/CREDOS





Click. Eat. Repeat.  
Every click counts

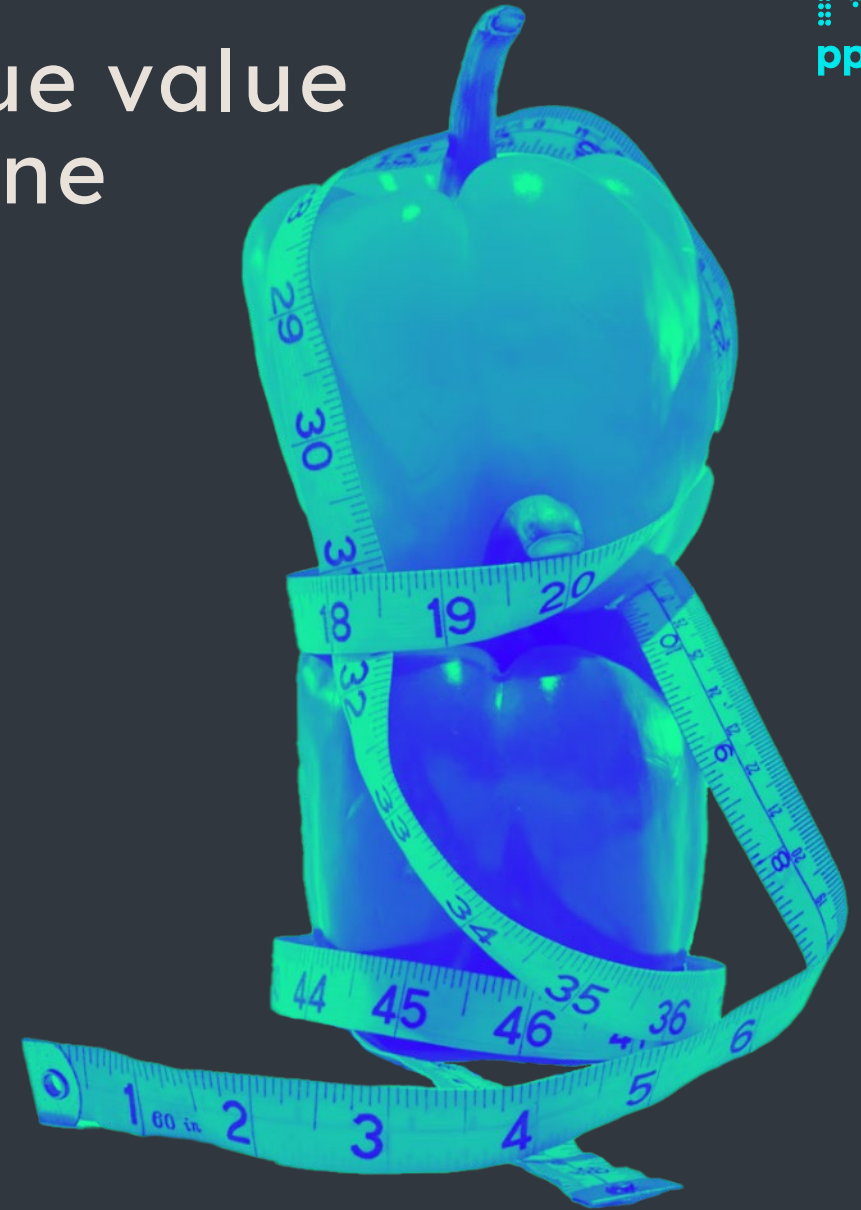


# Content first: Measuring the true value of trusted editorial brands online

Understand the online food and drink journey and prove that every click counts

Prove the role and value of trusted editorial brands to advertiser's vs other digital channels

Encourage advertisers to plan for content impact AND reach to drive increased ROI



# Quantifying the impact of trusted editorial brands based on the value of every click

## Clickstream data

18:01:21

18:01:27

18:01:32

18:01:35

18:01:47

- 9,000 websites and apps
- 10,000+ internet users aged 15+
- Every second, every click
- Nationally representative
- Single-source



# Content first approach: enriching behaviour data with people's passions

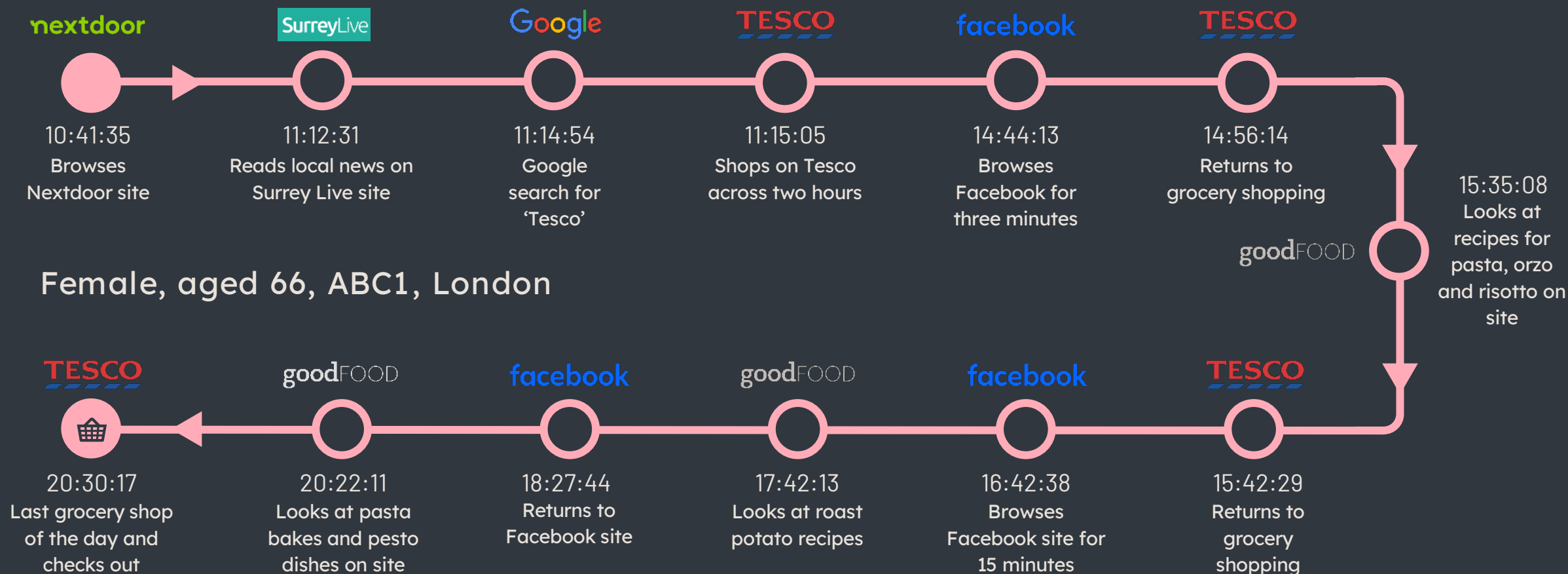
Leveraging AI to categorise content and interests based on actual visitation

## Content data



- Content-first
- 120,000 URLs every day
- Assign topics using NLP models
- Confidence scores
- Aggregated to create 'super' topics

# The customer journey and decision-making ecosystem





Recipe for success

M  
ppa



# Trusted editorial brands fuel discovery in an algorithm-based world

Average food & drink topics read per month

Trusted editorial brand visitors

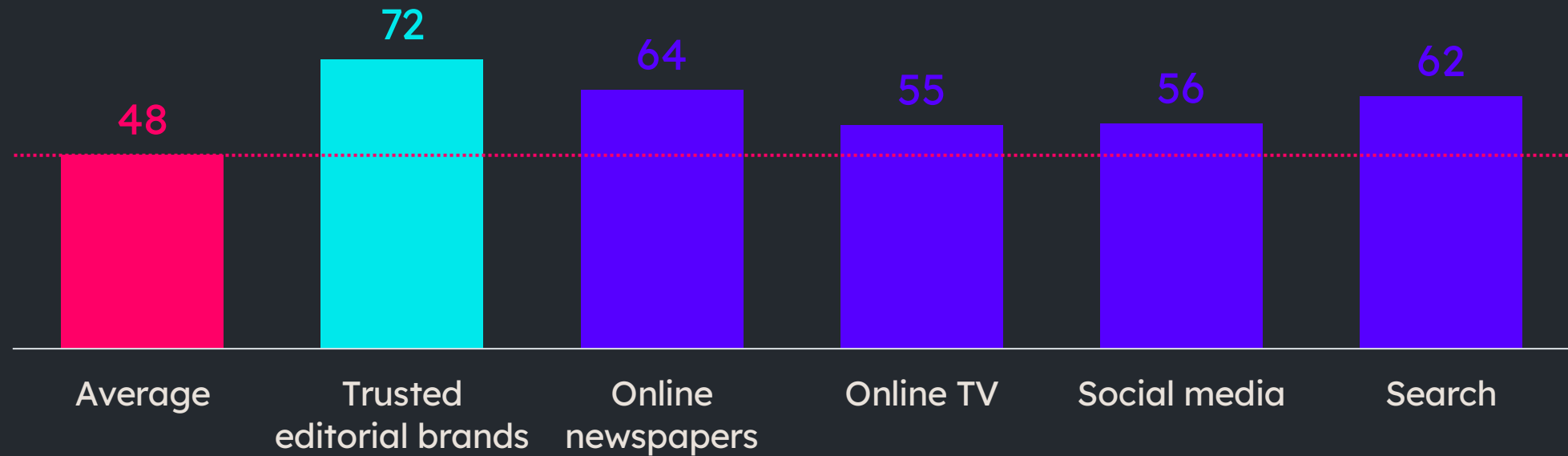
52 topics

Non visitors to trusted editorial brands

28 topics







# Targeting passionate food communities

Average number of food & drink topics per month:  
**Heavy users**



# THE go-to for food inspiration; trusted editorial brands outperform

Proportion of audience interested in food & drink topics: **All users**

	 Cooking	 Restaurants	 Recipes	 Nutrition	 Drink	 Baking
Trusted editorial brands	90%	45%	41%	39%	34%	33%
Non visitors to trusted editorial brands	72%	36%	12%	22%	25%	15%
	+25%	+23%	+237%	+75%	+35%	+130%



# Highly targeted opportunities for advertisers

## Proportion of audience interested in food & drink topics: **All users**

	European	Asian	N American	Mediterranean	African	Middle Eastern
Trusted editorial brands	67%	67%	24%	24%	20%	19%
Non visitors to trusted editorial brands	39%	41%	12%	8%	6%	5%
	<b>+71%</b>	<b>+63%</b>	<b>+97%</b>	<b>+193%</b>	<b>+220%</b>	<b>+246%</b>

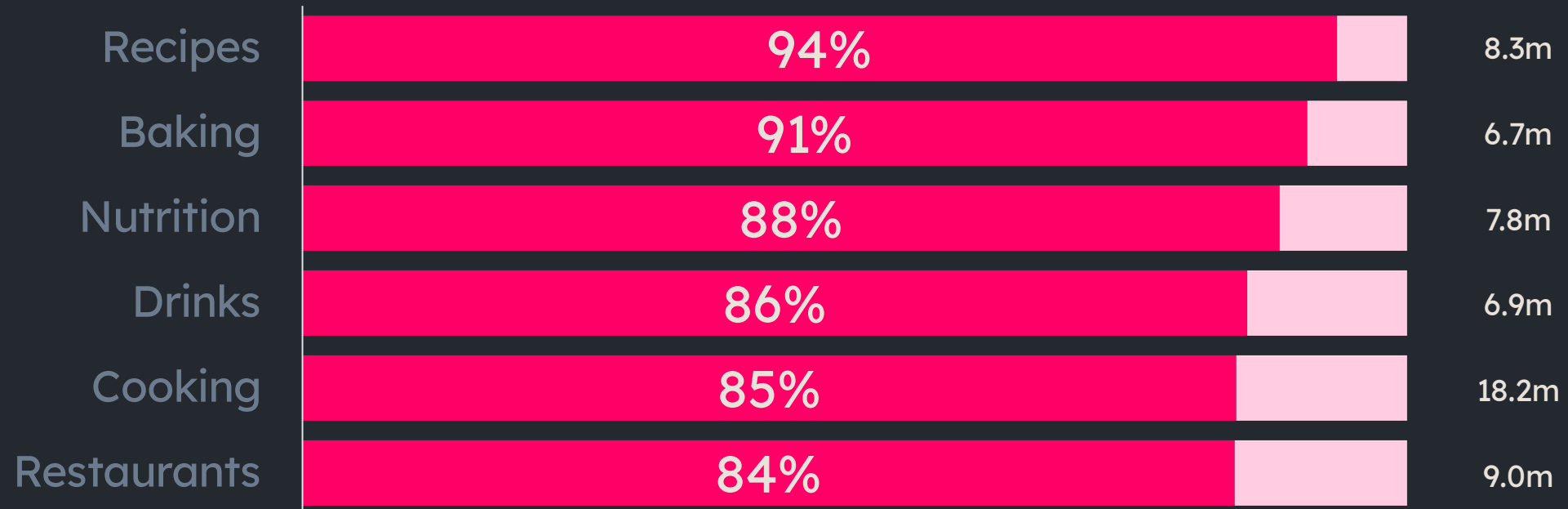
# Intentional connections provide greater impact

## Proportion of audience interested in food & drink topics: Heavy users

	European	Asian	N American	Mediterranean	African	Middle Eastern
Trusted editorial brands	73%	74%	31%	32%	28%	28%
Social	63%	63%	23%	23%	18%	18%
Search	71%	71%	27%	28%	22%	21%

# Passions + broad reach = scalable impact

## Trusted editorial brands reach by topic





# Content to Cart

Leading users to purchase





# Direct link between passions and purchase

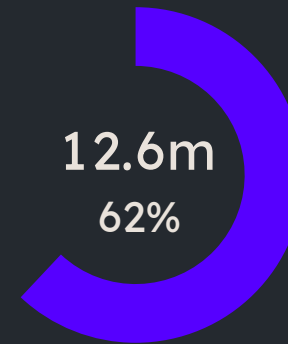
Size and reach of retail sectors among trusted editorial brand users interested in food & drink



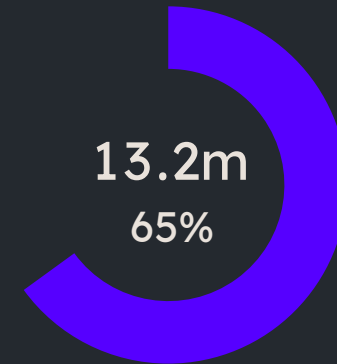
Trusted editorial  
brands



Grocery /  
Supermarket



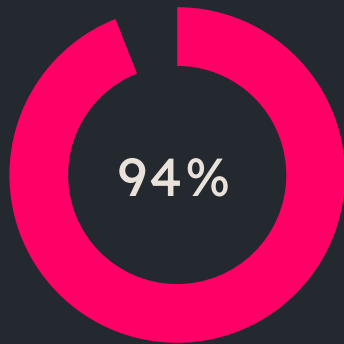
Fast food &  
delivery



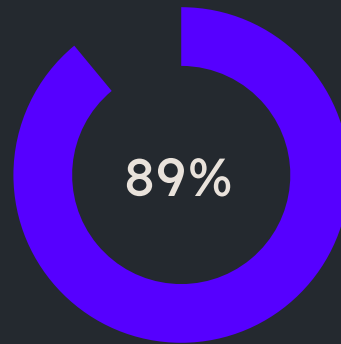
Restaurants &  
pubs

# Context matters: social & search are not the only options

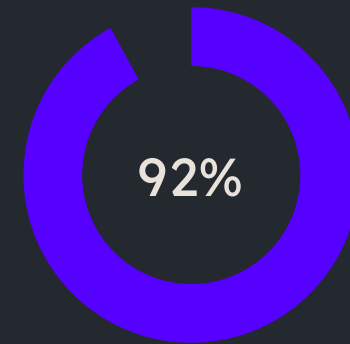
Reach of retail sectors among trusted editorial brand readers interested in food & drink



Trusted editorial  
brands



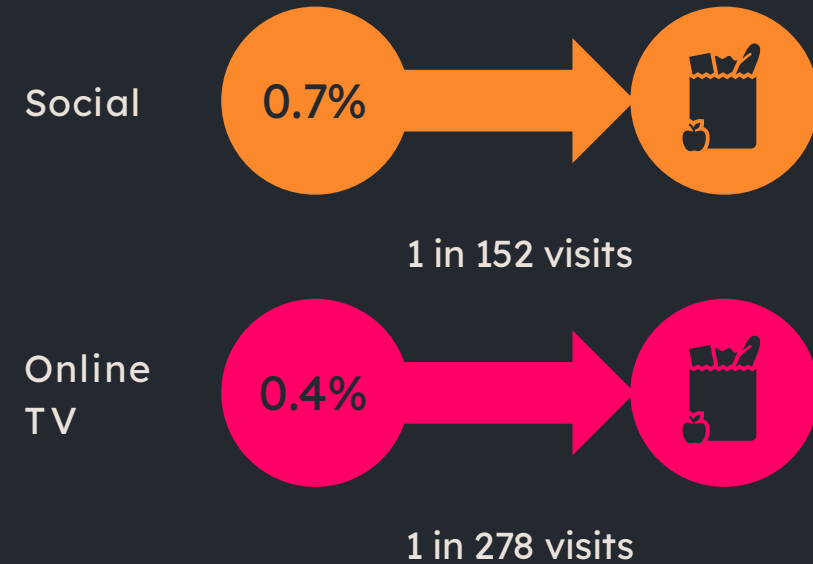
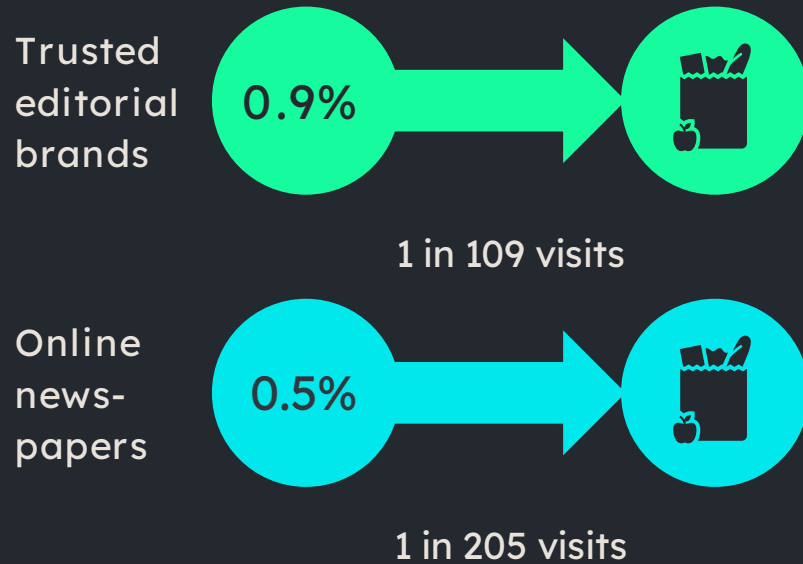
Social



Search

# Visitors to trusted editorial brands are always in-market and looking to buy

% share of journeys where a grocery or supermarket is the next step in the journey (average - 0.6%)



# A relevant and engaging experience for users

## Supermarket brands - Engagement by channel users

Average minutes  
per month

Trusted editorial brands

63

Non visitors to trusted editorial brands

46 +31%

Average supermarkets  
visited per month

Trusted editorial brands

3.4

Non visitors to trusted editorial brands

2.4 +41%

Average days visited  
per month

Trusted editorial brands

8.9

Non visitors to trusted editorial brands

6.6 +35%



# Invest more in trusted editorial brands to drive ROI

## Supermarket brands - Engagement by heavy channel users

Average minutes  
per month

Trusted editorial brands



Social



Search



Average supermarkets  
visited per month

Trusted editorial brands



Social



Search



Average days visited  
per month

Trusted editorial brands



Social

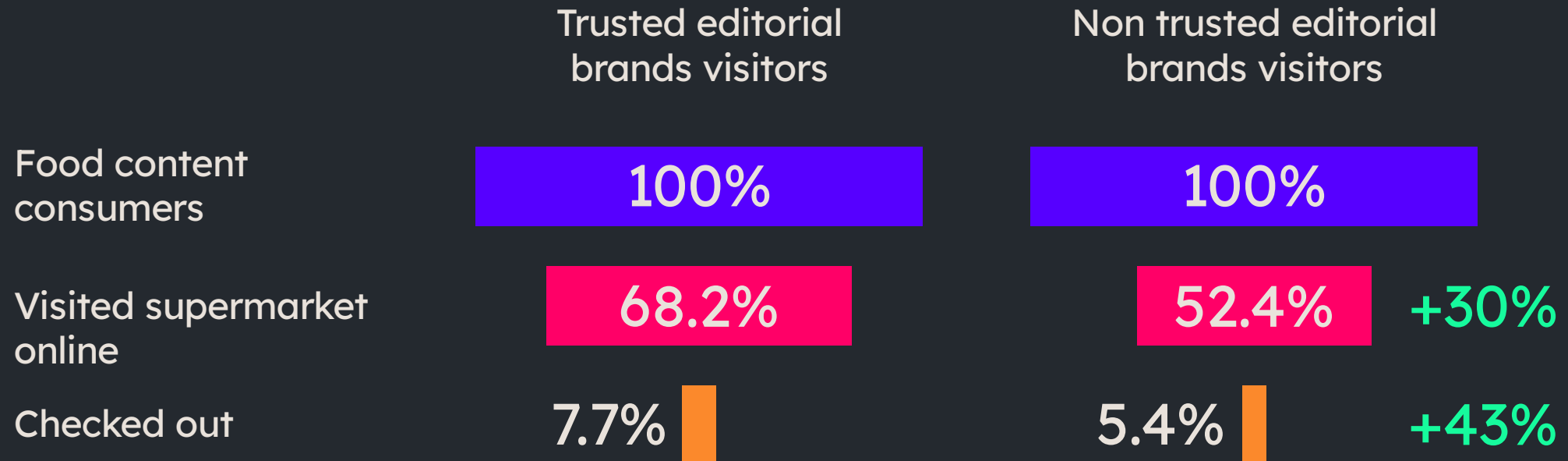


Search



# Content to cart: Trusted editorial brands drive both consideration and purchase

## Supermarket websites - conversion funnel



# Driving higher consideration and conversion than other channels

## Supermarket websites - conversion funnel

### Heavy users

	Trusted editorial brands	Online Newspapers	Online TV	Social Media	Search
Food content consumers	100%	100%	100%	100%	100%
Visited supermarket online	76.6%	75%	67.7%	69.9%	70.3%
Checked out	13%	12%	8.8%	10.7%	8.2%

# Case study: value of trusted editorial brands to Tesco

## 50%

of heavy trusted editorial brand readers visit Tesco **more than heavy TV, social or search users**

Heavy trusted editorial brand visitors spend

## 27%

**longer on the Tesco site and app than heavy social users**

## Tesco website - conversion funnel Heavy users

	Trusted editorial brands	Social Media	Search
All interested in food & drink	100%	100%	100%
Visited supermarket online	31.2%	27.1%	18.7%
Checked out	3.7%	3.3%	1.8%





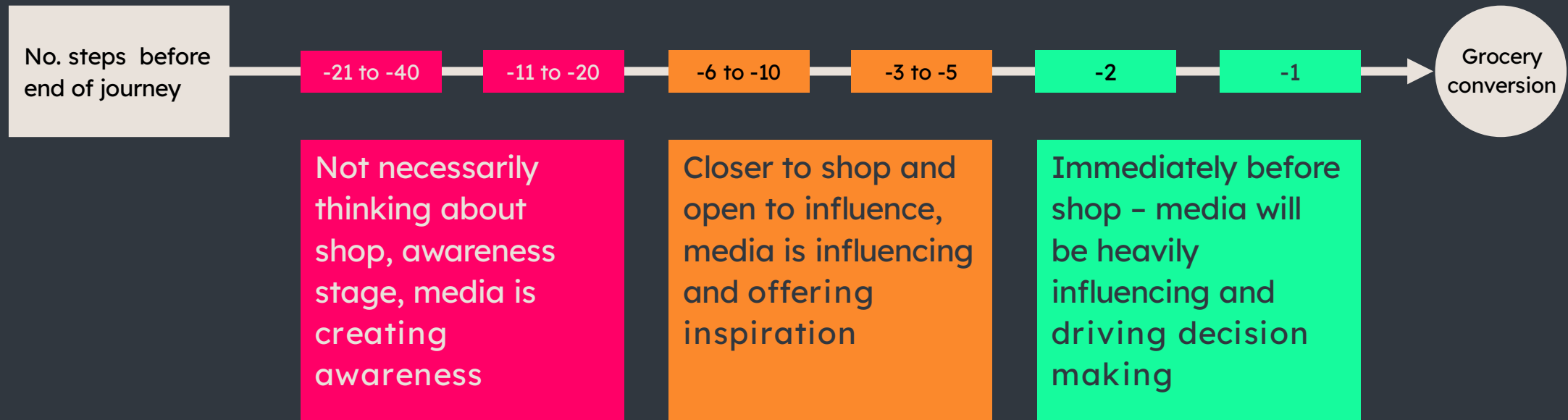
# Through the funnel impact

Key steps to purchase helps to  
maximise ROI

**m**  
**ppa**

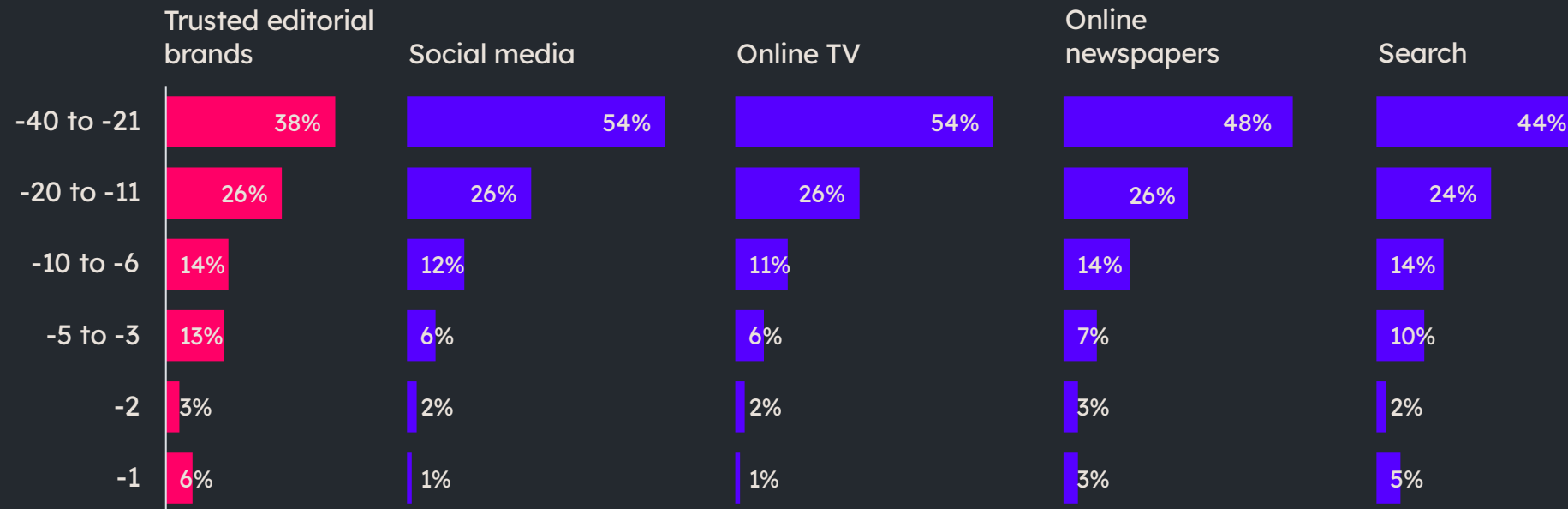
# Mapping the customer journey to drive ROI

Customer journey analysed based on click-by-click behaviour



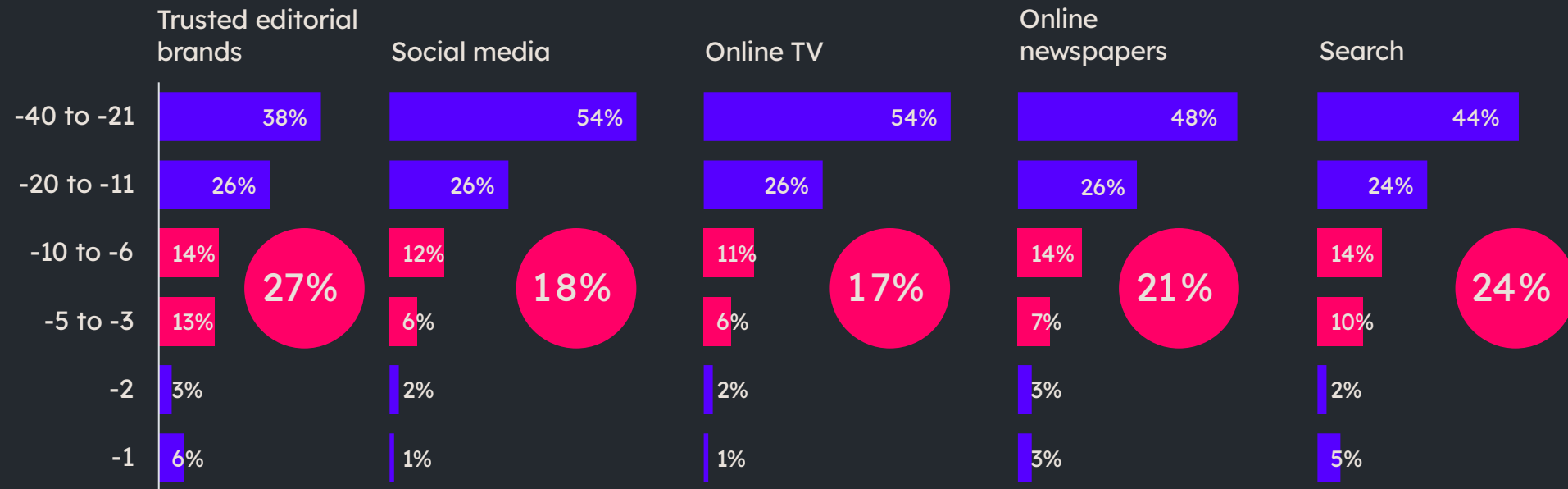
# Trusted editorial brands drive purchase decisions

## Distribution of touchpoints by channel for grocery conversions All users



# Trusted editorial brands provide inspiration and drive consideration

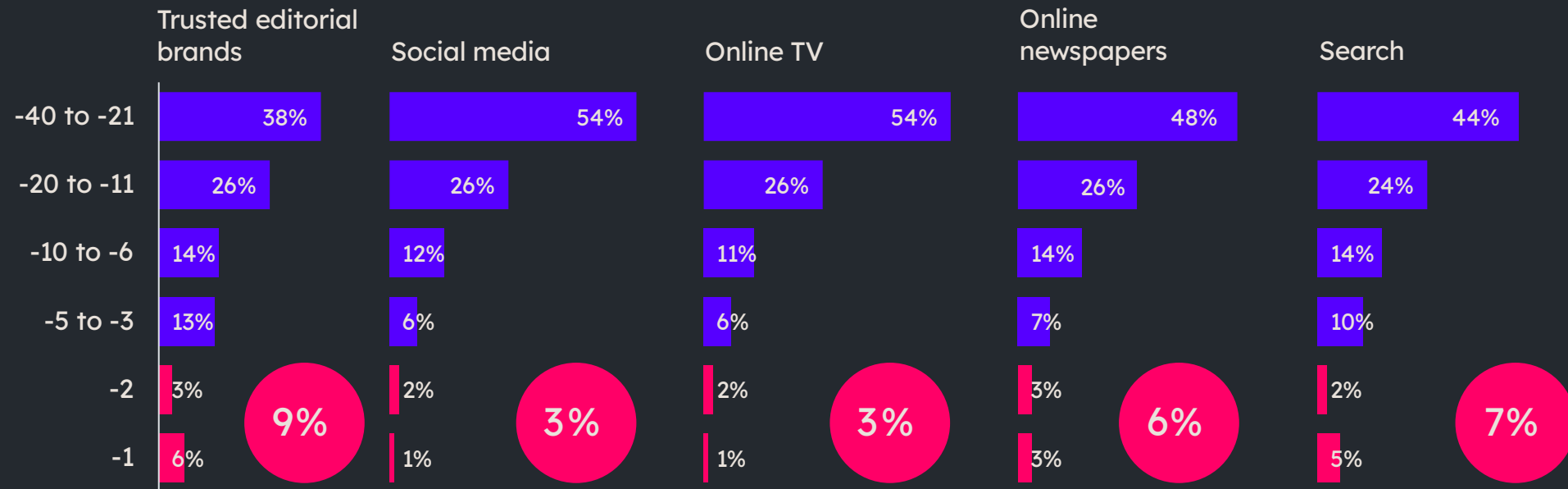
## Distribution of touchpoints by channel for grocery conversions All users





# Trusted editorial content amplifies conversion

## Distribution of touchpoints by channel for grocery conversions All users

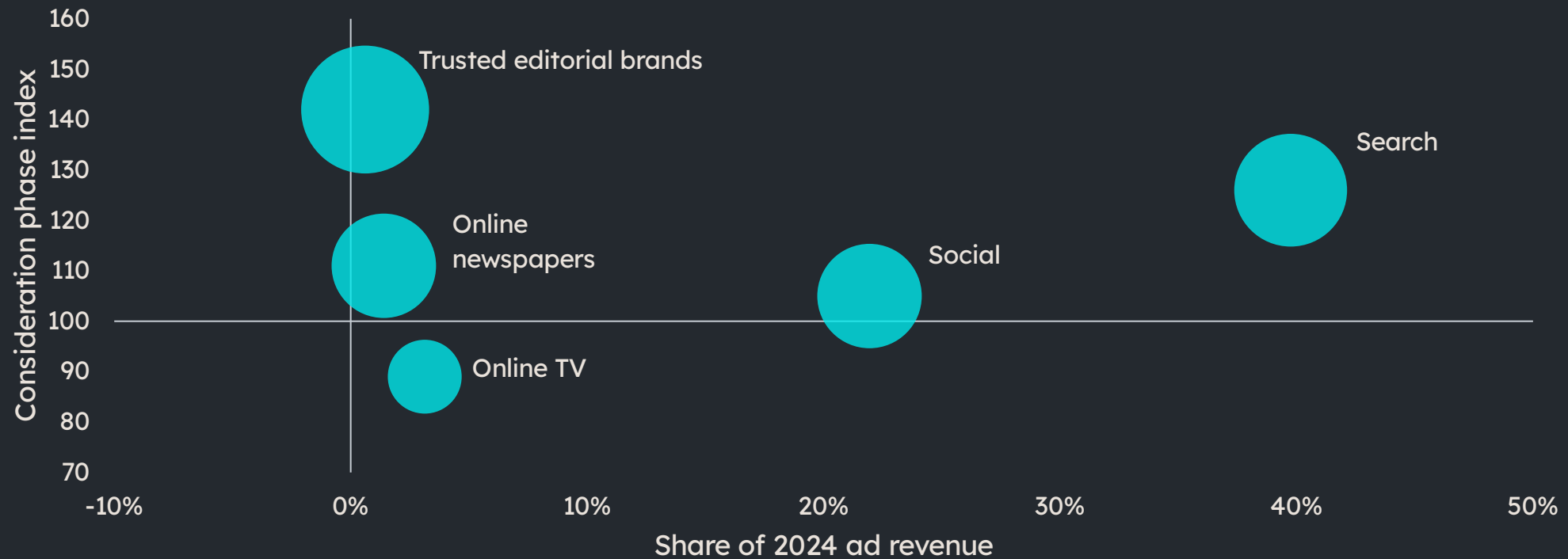


A delicious combination:  
Advertisers + trusted editorial brands  
= ROI



# Why you should invest more in trusted editorial brands

Bubble size = conversion phase index



Can we help you  
to target trusted  
editorial brands  
more effectively?

Yes.



- Easily activate passion-based audiences from trusted editorial brands using Ipsos iris
- Data you can trust: UKOM endorsed panel at the heart
- High quality accurate audience data
- Fully consented and privacy safe
- Puts the customer journey central to strategy, planning and buying
- Transparent targeting of audiences based on people's actual online behaviour & passions



Do you want a  
greater ROI?

Work with us.



Direct integrations with leading  
global ad buying platforms, trading  
desks, DSPs, DMPs and ad networks



# Craving Conversion: invest more in trusted editorial brands

Delivers both scale and highly targeted audiences of passionate users

Provides reach, influence, and impact for full funnel impact

Adds incremental value to other digital channels in the customer journey

Surpasses social and search in guiding consideration and driving purchase conversion

