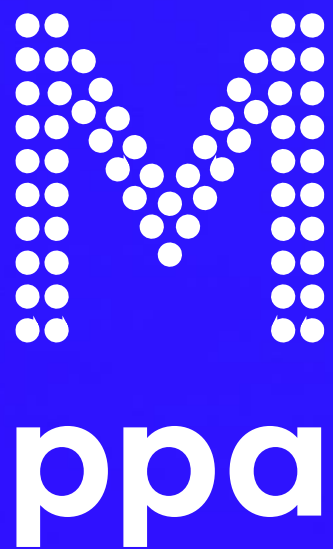




Craving Conversion: from content to cart

June 2025



1

TRUSTED CONTENT

2

SYNERGY WITH
PASSIONS

3

AUDIENCES
LOOKING TO BUY

4

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&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

3rd biggest spend

ONS

2nd 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%

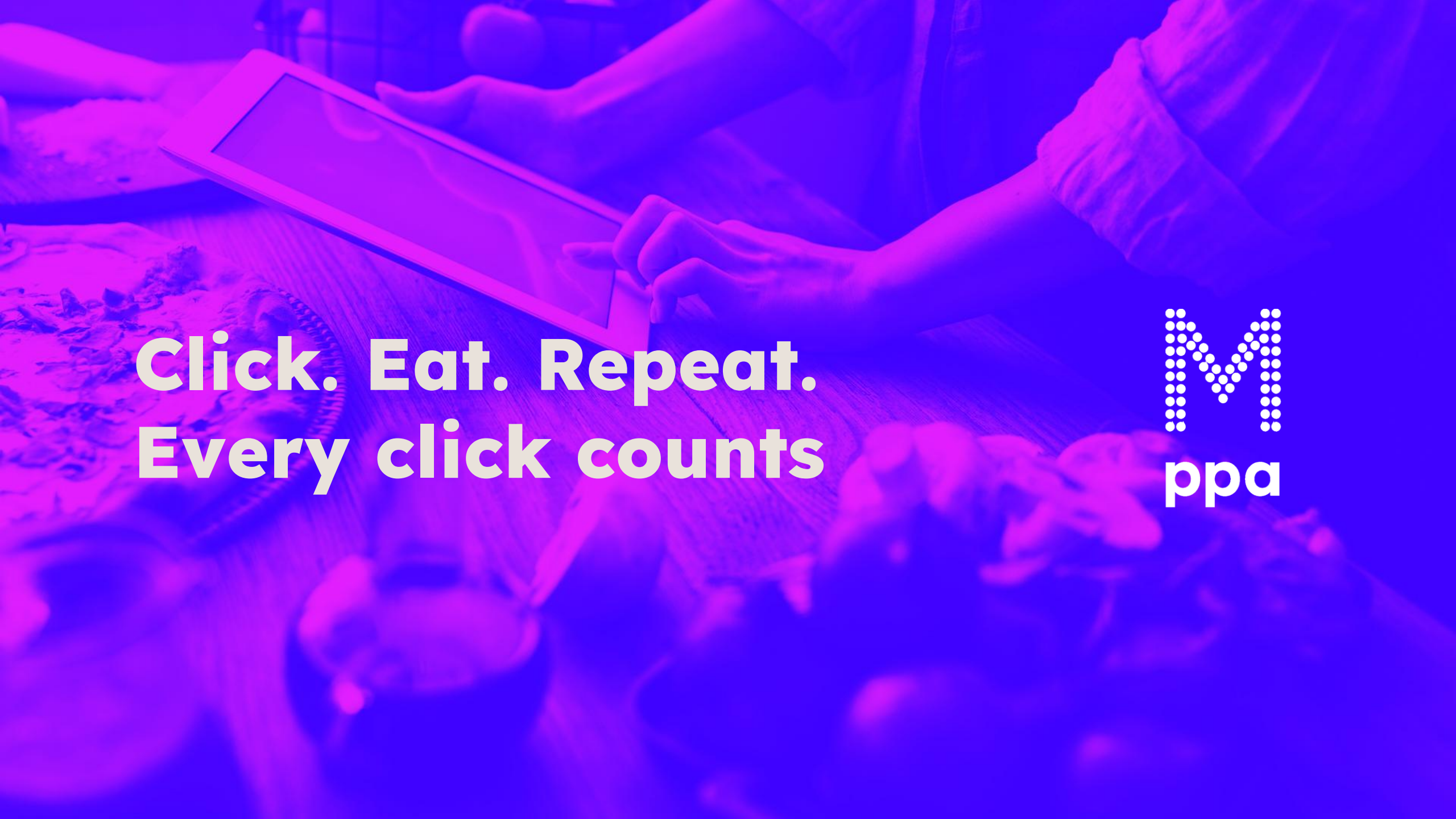
of those with a high interest in food & drink content are visitors to trusted editorial brands

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**

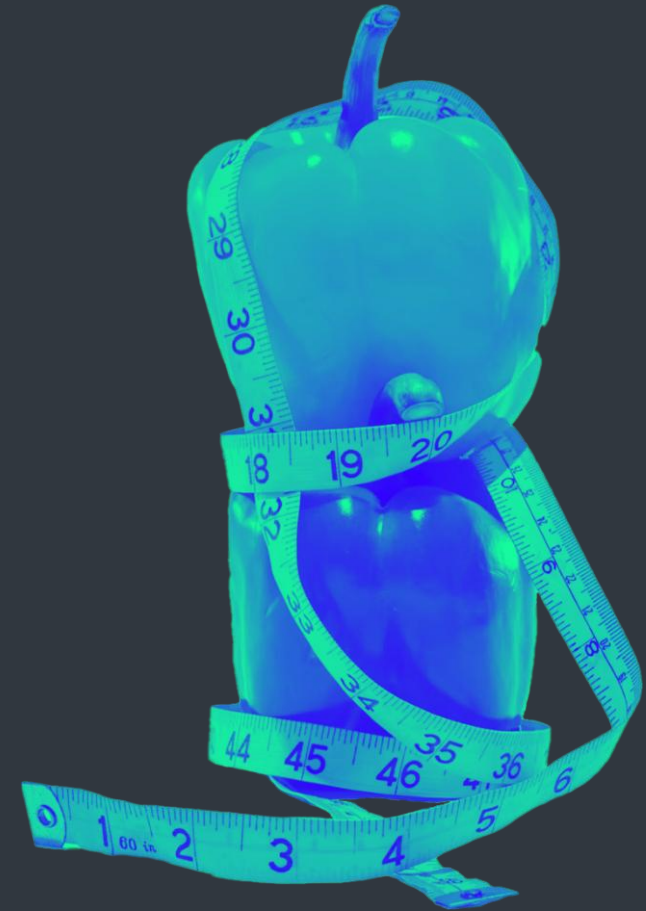
M
ppa

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

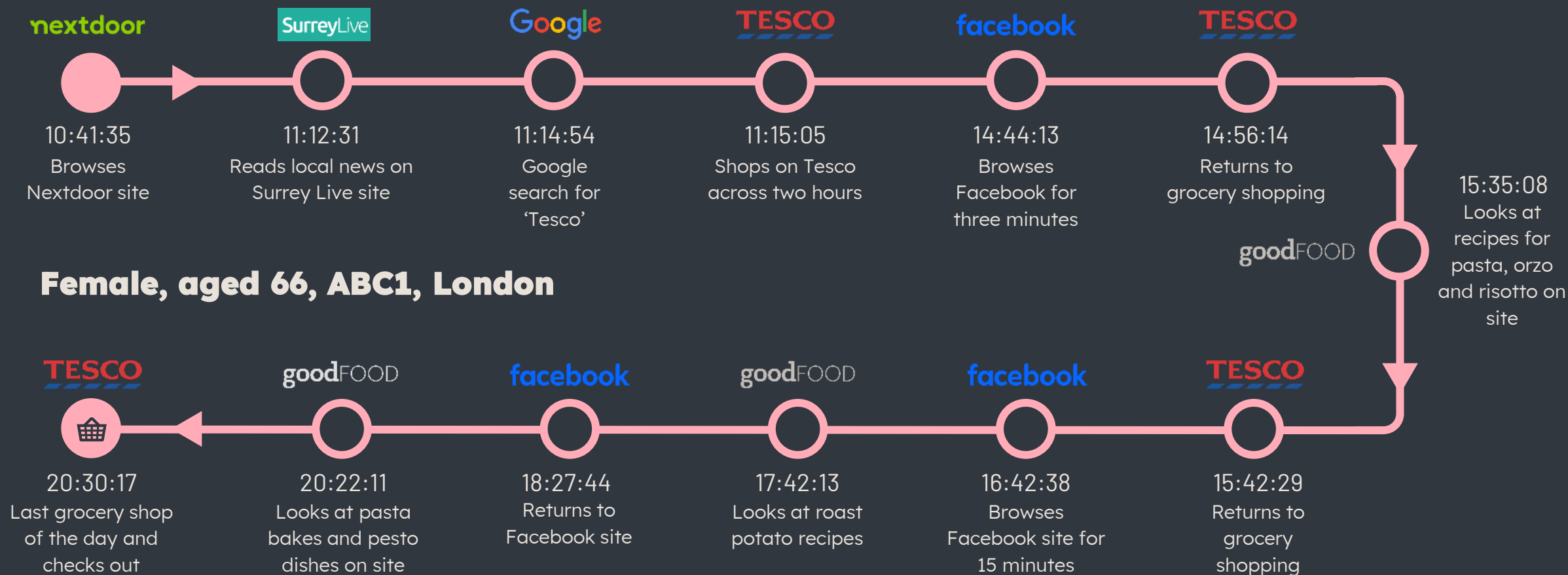
Leveraging AI to categorise content and interests based on actual visitation

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

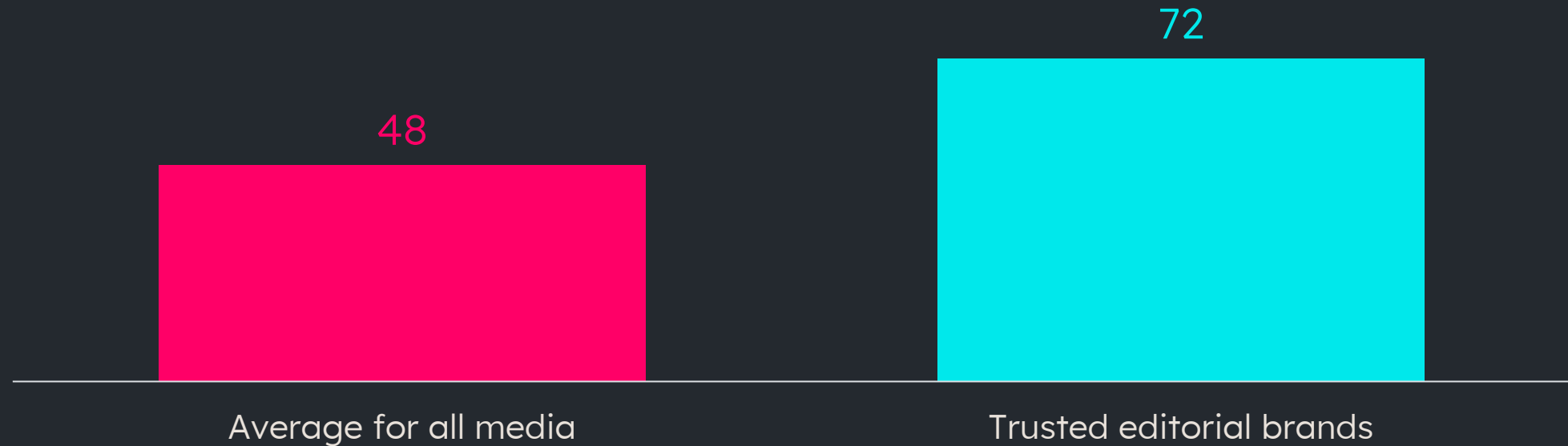
52 topics

Non visitors to trusted editorial brands

28 topics

Targeting passionate food communities

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



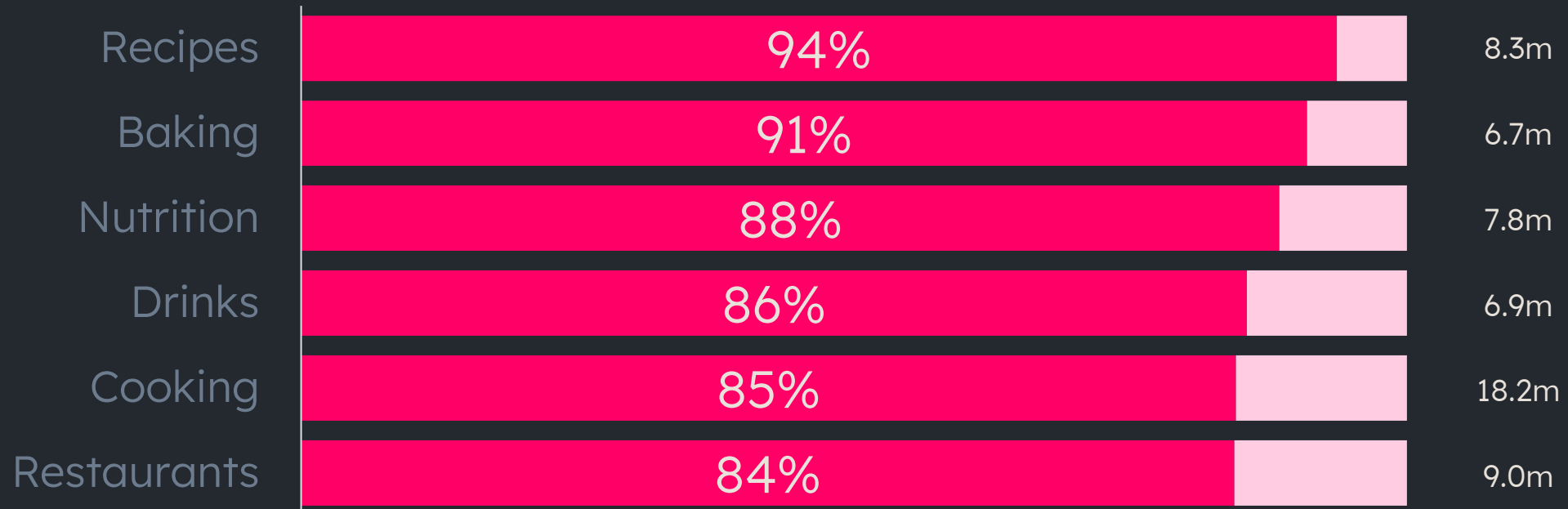
THE go-to for food inspiration; trusted editorial brands outperform

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%

Passions + broad reach = scalable impact

Trusted editorial brands reach by topic



Content to Cart

Leading users to purchase

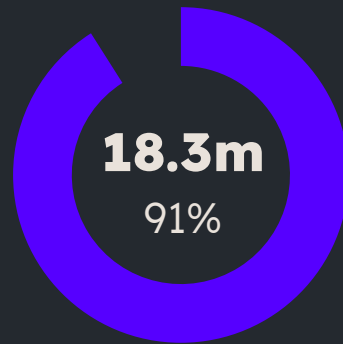


Direct link between passions and purchase

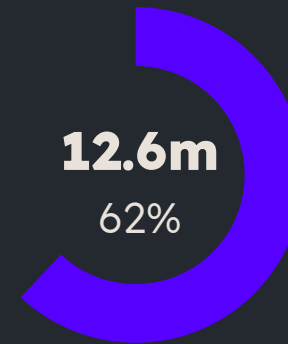
Size and reach of retail sectors among trusted editorial brand users interested in food & drink



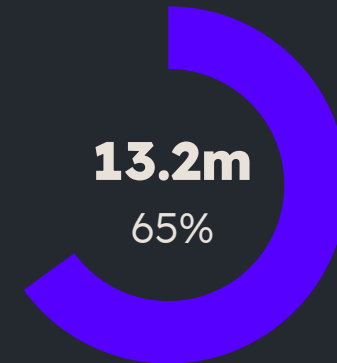
Trusted editorial
brands



Grocery /
Supermarket



Fast food &
delivery



Restaurants &
pubs

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%)

Trusted
editorial
brands

0.9%



1 in 109 visits

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

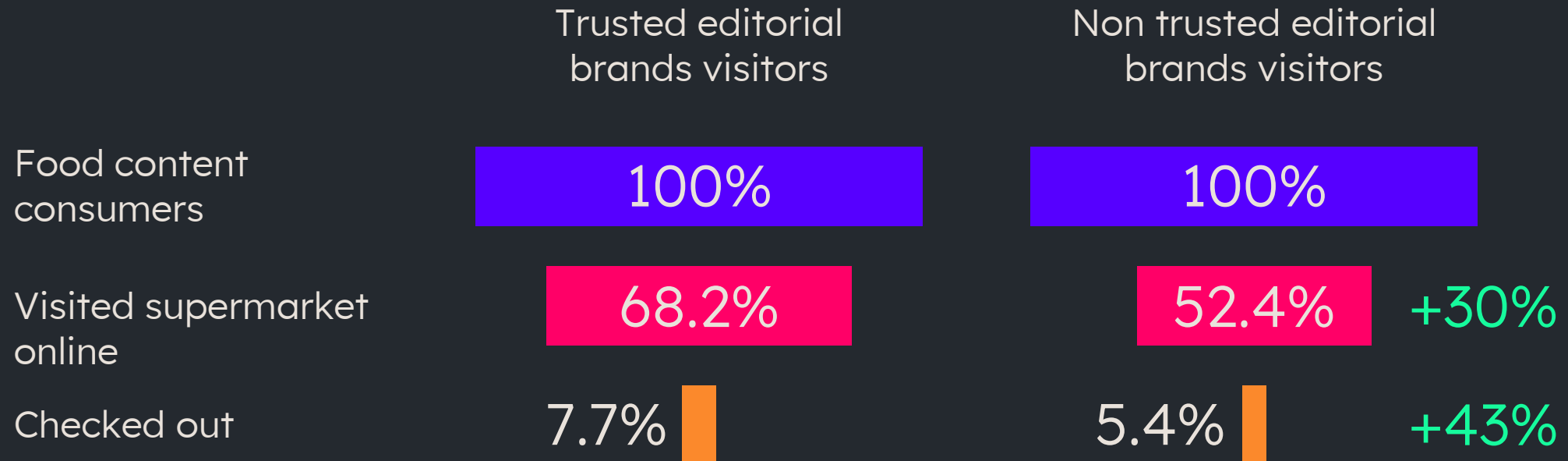
8.9

Non visitors to trusted editorial brands

6.6 +35%

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

Supermarket websites - conversion funnel



**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

