



When media agencies develop unique campaigns with Similarweb, Anything is Possible

**Anything
is possible**

With funding for the charity sector hit hard by the events of 2020, UK-based media agency **Anything is Possible** gained a critical edge from Similarweb insights, to raise vital funds for the Institute of Cancer Research.



“We use Similarweb to better understand our clients' competitors, identifying where best to operate. It shows us what channels work best and is crucial in underpinning our media channel mix. **Similarweb gives us insight and greater understanding of what’s going on in the overall market so we can constantly adapt to the changing demands of the industry.**”

Sam Fenton-Elstone, CEO and Co-founder

817% ↑

Increase in conversion rate compared to previous campaign

CHALLENGE

In 2020, charities not directly related to the pandemic were faced with a rapid decline in donations. Competing in this environment required new ways of finding and converting audiences to donate to essential good causes.

We began working with the Institute of Cancer Research (ICR) during this difficult period. Despite the challenges, they were determined to keep their life-changing research front-of-mind, and continue to make the vital discoveries and win the battle against cancer.

Harnessing digital channels, they aimed to build awareness of their work among audiences who were interested in their scientific research and likely to donate.

SUCCESS

Similarweb’s insights helped Anything is Possible to spot what channels worked best for ICR competitors and where they received the most referrals from. This was crucial in underpinning our media channel mix for traffic sources for their donation pages.

We identified that a significant amount of traffic came from premium publisher sites, like The Guardian, and coupled this information with the high-attention display advertising platform The Ozone Project to display ads through targeted pages on theguardian.com, and leverage success for our client. The campaign was a huge success, exceeding our previous campaign conversion rates by 817%.

Set up a one-on-one demo to learn how their success can be yours.

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