

Aligning values. Driving Results.



Brand values are now an essential consideration for most consumers in purchase decisions.

Marketers that lead with their commitment to values are benefitting from lasting consumer engagement and stronger results.

82%

Of shoppers want a brand's values to align with their own

83%

Of consumers say brands should not only talk about their values but act on them

Givslly unlocks the opportunity for brands to showcase their commitment to values, while driving higher campaign performance.

What is Givslly?

- A responsible media platform that changes the ad industry for the better without disrupting media buying
- Givslly enables brands to show consumers what they stand for, while driving positive impact
- 5% of all media executed through Givslly's platform is donated back to a non-profit, out of Givslly's pocket

How does it work?

- Every brand stands for something. Whether it's authenticity, inclusion, healthy ingredients, community development, or animal rights, we helps brands showcase the values that are authentic to their DNA
- Givslly has partnerships with over 450+ nonprofits so campaigns are delivered where specific values will resonate
- Givslly offers unique ways to engage and uplift Gen Z, Millenials, LGBTQ+, and other minority groups

High Impact Creative Units that actually make an impact



- Consumers engage with Givslly's Ad Units across online video, display or connected tv inventory
- Custom creative signals to the consumer that impact in the form of a donation is taking place because of this ad
- Campaigns drive higher ad engagement, and 5% of all media is donated to a nonprofit of the brand's choice

QSR brands that partner with Givslly see up to

15%

lift in
ATTENTION METRICS

18%

increase in
VCR

24%

increase in
FOOT TRAFFIC

4X

increase in
BRAND RECALL

Let's make an impact!
natasha@givslly.com