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129,000

people

RAISED £4,745 FOR CHARITIES

by using ethical online ads

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HOW DOES IT WORK?



1. Kimberly Clark's video ad was "wrapped" into Good-loop's ethical ad frame, as you can see on the video below.



2. When the users choose to engage (by watching, swiping or clicking) they unlocked a donation, funded by Kimberly Clark.



3. Once the donation was unlocked, the user could then choose which charity they wanted to fund with 50% of the ad money.

WATCH THE KIMBERLY CLARK AD THAT RAISED £4,745 WITH 129,000 AD VIEWERS



See all campaigns

OUR IMPACT



£2,472.90 RAISED

Make-a-wish foundation grants wishes of children and young people aged between 3 and 17 living with life threatening illnesses

[Go to charity website](#)



£2,272.40 RAISED

Great Ormond Street Hospital Children's Charity raises money for Great Ormond Street Hospital (GOSH), a London-based hospital providing care for children.

[Go to charity website](#)



HOW CHARITIES USE THE DONATIONS



£2,472.90 RAISED

To help grant wishes

Make-a-wish foundation grants wishes of children and young people aged between 3 and 17 living with life threatening illnesses



£2,272.40 RAISED

1 child treated

Great Ormond Street Hospital Children's Charity provides funds to support various activities, such as research, caring for patient's and their families, providing medical equipment and creating child-centered spaces for GOSH patients.

WHERE CAN YOU SEE OUR ADS?

Good-Loop distributes ethical online ads to millions of people every month in premium websites across the world's best publishers and social platforms.

METRO

GOOD HOUSEKEEPING

RollingStone

COSMOPOLITAN

BuzzFeed

USA TODAY

GIVEMESPORT

Le Monde

SLATE

billboard

ELLE

RadioTimes

i News



JOIN THE REVOLUTION AND SUPPORT ADS THAT MAKE A DIFFERENCE

Help us do even more good in the world!

All you have to do is sign up with your email or social account.

This will help us boost the donations you generate by seeing our ads.

Sign up

Share the love

ARE YOU A BRAND OR AN AGENCY?

Company website: www.good-loop.com

Email: hello@good-loop.com

Book a call

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