

# The British Red Cross

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## Performance Max

### British Red Cross and Havas turn compassion into clicks that count

#### The goal

The British Red Cross has supported people through crisis and recovery for over 150 years. In partnership with Havas, they wanted to bring that same purpose to their digital campaigns—reaching new donors while using every pound wisely.

In today's crowded digital space, turning generosity into action requires empathy, planning, and precision. And they aimed to inspire more giving with every message, ensuring their investment stretched further to connect with the people who need it most.

#### The solution

Working with Microsoft Advertising, Havas used Performance Max to simplify and strengthen fundraising for the British Red Cross.

They combined prospecting and retargeting under one budget, eliminating duplication and focusing resources. Using Microsoft's first-party audiences, they connected with those most likely to give. And automated insights helped refine creative and bidding in real time.

With a cleaner structure and sharper targeting, the team turned meaningful intent into measurable impact.

*"Using Performance Max has significantly enhanced our digital fundraising efforts. It's allowed us to optimize spend, reduce cost per acquisition, and ensure our paid search campaigns are aligned with our broader mission to support people in crisis."*

**Fiona Bongiovi**

Senior Paid Digital Engagement Manager  
British Red Cross

#### The results

Compared to their previous generalized giving campaigns, the streamlined approach made an immediate difference: 24% lower cost per acquisition (CPA) and 15% lower cost per click (CPC). Those savings meant more of the budget could go where it truly mattered. For the British Red Cross, greater efficiency meant more meaningful outcomes for those in need. Because when every click costs less, every act of kindness travels further.

24%

Lower CPA

15%

Lower CPC



## Ready to get started with us?

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