

Google Ireland Limited

Bill to

The In Campaign Ltd

Date:

Invoice Number:

Account Number:

May 31, 2016

[illegible]

Google Ireland's Commercial Register Number -

This is the original electronic version.

Services subject to the reverse charge - VAT to be accounted for by the recipient as per Article 196 of Council Directive 2006/112/EC



Invoice

Date	Description	VAT	Amount (excl. VAT)	
			GBP	EUR
May 5, 2016	Google AdWords	0.0%	500.00	656.30
May 5, 2016	Google AdWords	0.0%	500.00	656.30
May 5, 2016	Google AdWords	0.0%	500.00	656.30
May 5, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	1,000.00	1,312.59
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 6, 2016	Google AdWords	0.0%	500.00	656.30
May 7, 2016	Google AdWords	0.0%	500.00	656.30
May 7, 2016	Google AdWords	0.0%	500.00	656.30
May 7, 2016	Google AdWords	0.0%	500.00	656.30
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May 7, 2016	Google AdWords	0.0%	500.00	656.30
May 7, 2016	Google AdWords	0.0%	500.00	656.30
May 8, 2016	Google AdWords	0.0%	500.00	656.30
May 8, 2016	Google AdWords	0.0%	500.00	656.30
May 8, 2016	Google AdWords	0.0%	500.00	656.30
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May 8, 2016	Google AdWords	0.0%	500.00	656.30
May 8, 2016	Google AdWords	0.0%	500.00	656.30
May 8, 2016	Google AdWords	0.0%	1,000.00	1,312.59
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 9, 2016	Google AdWords	0.0%	1,500.00	1,968.89
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 9, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 10, 2016	Google AdWords	0.0%	500.00	656.30
May 11, 2016	Google AdWords	0.0%	500.00	656.30
May 11, 2016	Google AdWords	0.0%	500.00	656.30
May 11, 2016	Google AdWords	0.0%	500.00	656.30
May 11, 2016	Google AdWords	0.0%	500.00	656.30

Invoice Number: [REDACTED]



Invoice

Date	Description	VAT	Amount (excl. VAT)	
			GBP	EUR
May 11, 2016	Google AdWords	0.0%	500.00	656.30
May 12, 2016	Google AdWords	0.0%	500.00	656.30
May 12, 2016	Google AdWords	0.0%	500.00	656.30
May 12, 2016	Google AdWords	0.0%	500.00	656.30
May 12, 2016	Google AdWords	0.0%	1,000.00	1,312.59
May 12, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 13, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 14, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 15, 2016	Google AdWords	0.0%	500.00	656.30
May 16, 2016	Google AdWords	0.0%	500.00	656.30
May 16, 2016	Google AdWords	0.0%	1,000.00	1,312.59
May 16, 2016	Google AdWords	0.0%	500.00	656.30
May 16, 2016	Google AdWords	0.0%	500.00	656.30
May 16, 2016	Google AdWords	0.0%	500.00	656.30
May 17, 2016	Google AdWords	0.0%	500.00	656.30
May 17, 2016	Google AdWords	0.0%	500.00	656.30
May 17, 2016	Google AdWords	0.0%	500.00	656.30
May 17, 2016	Google AdWords	0.0%	1,500.00	1,968.89
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May 18, 2016	Google AdWords	0.0%	500.00	656.30
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May 18, 2016	Google AdWords	0.0%	500.00	656.30
May 18, 2016	Google AdWords	0.0%	500.00	656.30
May 19, 2016	Google AdWords	0.0%	500.00	656.30
May 19, 2016	Google AdWords	0.0%	500.00	656.30
May 19, 2016	Google AdWords	0.0%	500.00	656.30



Invoice

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Invoice

Date	Description	VAT	Amount (excl. VAT)	
			GBP	EUR
May 25, 2016	Google AdWords	0.0%	500.00	656.30
May 26, 2016	Google AdWords	0.0%	500.00	656.30
May 26, 2016	Google AdWords	0.0%	500.00	656.30
May 26, 2016	Google AdWords	0.0%	500.00	656.30
May 26, 2016	Google AdWords	0.0%	500.00	656.30
May 26, 2016	Google AdWords	0.0%	1,500.00	1,968.89
May 26, 2016	Google AdWords	0.0%	500.00	656.30
May 27, 2016	Google AdWords	0.0%	500.00	656.30
May 27, 2016	Google AdWords	0.0%	500.00	656.30
May 27, 2016	Google AdWords	0.0%	500.00	656.30
May 27, 2016	Google AdWords	0.0%	1,000.00	1,312.59
May 27, 2016	Google AdWords	0.0%	500.00	656.30
May 27, 2016	Google AdWords	0.0%	500.00	656.30
May 28, 2016	Google AdWords	0.0%	500.00	656.30
May 28, 2016	Google AdWords	0.0%	500.00	656.30
May 28, 2016	Google AdWords	0.0%	500.00	656.30
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May 28, 2016	Google AdWords	0.0%	500.00	656.30
May 29, 2016	Google AdWords	0.0%	500.00	656.30
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May 29, 2016	Google AdWords	0.0%	500.00	656.30
May 29, 2016	Google AdWords	0.0%	500.00	656.30
May 30, 2016	Google AdWords	0.0%	500.00	656.30
May 30, 2016	Google AdWords	0.0%	500.00	656.30
May 30, 2016	Google AdWords	0.0%	500.00	656.30
May 30, 2016	Google AdWords	0.0%	500.00	656.30
May 31, 2016	Google AdWords	0.0%	500.00	656.30
May 31, 2016	Google AdWords	0.0%	500.00	656.30
May 31, 2016	Google AdWords	0.0%	500.00	656.30
May 31, 2016	Google AdWords	0.0%	500.00	656.30
May 31, 2016	Google AdWords	0.0%	500.00	656.30

Subtotal:	117,500.00	154,230.32
VAT (0%):	0.00	0.00
Total:	117,500.00	154,230.32

Record of Payments Received

Date	Description	Amount Received	
		GBP	EUR
May 1, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 2, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 2, 2016	Automatic payment: Visa •••8117	500.00	656.30

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Invoice Number: [REDACTED]



Invoice

Date	Description	Amount Received	
		GBP	EUR
May 29, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 29, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 29, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 30, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 30, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 30, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 30, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 31, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 31, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 31, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 31, 2016	Automatic payment: Visa •••8117	500.00	656.30
May 31, 2016	Automatic payment: Visa •••8117	500.00	656.30
Total:		117,500.00	154,230.27

Regulated Spend Workings

Digital Media Spend

Supplier	Product/Service Provided	Dates Delivered	Invoice Number	Category	Original Cost £	Proportion/Apportionment	Sub-Total	Product / Service Life (Weeks)	Final Regulated Spend £	Explanatory Notes
Google	Google Ads	Apr-16	IP258	Advertising	£ 180,500	40%	£ 66,000	10	£ 66,000	Google Advertising directly attributed to regulated period
	Google Ads	May-16	IP259	Advertising	£ 117,500	100%	£ 117,500	10	£ 117,500	Google Advertising directly attributed to regulated period
	Google Ads	Jun-16	IP260	Advertising	£ 93,277	100%	£ 93,277	10	£ 93,277	Google Advertising directly attributed to regulated period
Facebook	Facebook Advertising & Content	Apr-16	IP261	Advertising	£ 701,792	100%	£ 130,120	4	£ 130,120	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	May-16	IP262	Advertising	£ 314,376	100%	£ 314,376	4	£ 314,376	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	Jun-16	IP263	Advertising	£ 367,812	100%	£ 367,812	4	£ 367,812	Facebook advertising & content directly attributed to campaign activity
Website - Hines Digital	Support Fee	May-16	IP264	Advertising	£ 1,674	100%	£ 1,674	4	£ 1,674	Support Fee for website activities
	Support Fee	Jun-16	IP265	Advertising	£ 1,642	100%	£ 1,642	4	£ 1,642	Support Fee for website activities
Change.org	Email Acquisition	Jan - June 2016	IP266	Advertising	£ 171,483	100%	£ 171,483	25	£ 68,593	Email Acquisition from January 2016, with full use during regulated period
Care2	Email Acquisition	Feb - June 2016	IP267	Advertising	£ 123,602	100%	£ 123,602	20	£ 61,801	Email Acquisition from February 2016, with full use during regulated period
Nationbuilder	Usage Fee	Apr-16	IP268	Advertising	£ 3,004	29%	£ 872	4	£ 872	Invoice spans period 24th March - 23rd April. We have included 9/31 of invoice to cover use of 9 days during the regulated period.
	Usage Fee	May-16	IP269	Advertising	£ 3,655	100%	£ 3,655	4	£ 3,655	Standard usage fee for volunteer and data management system
	Usage Fee	Jun-16	IP270	Advertising	£ 3,501	100%	£ 3,501	4	£ 3,501	Standard usage fee for volunteer and data management system
Lloyds Charge Card Expenditure	Facebook	Jun-16		Advertising	£ 170	100%	£ 170	10	£ 170	
MailChimp	Mail merge	Apr-16		Press conferences/media	£ 66	100%	£ 66	4	£ 33	
	Mail merge	May-16		Press conferences/media	£ 93	100%	£ 93	4	£ 93	
	Mail merge	Jun-16		Press conferences/media	£ 103	100%	£ 103	4	£ 77	
TOTAL					£ 2,084,250		£ 1,395,947		£ 1,231,197	