

Reading THE NATION

6 NOV – 12 NOV 2023

Last Saturday, Singles Day kicked off the annual mega-sales period that now dominates November as consumer spending begins to grow in the lead up to Christmas.

Since the start of the month, premium publishers across the Ozone platform have been promoting the best deals and discounts from brands and retailers to grow engagement with **Shopping** content.

Reader engagement with related content is set to continue to grow in the next fortnight when Black Friday and Cyber Monday take place.



Request Activation



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+14%

Shopping
8.6m weekly page views

+84%

Christmas Shopping
1.4m weekly page views

136M

News & Politics
Page views -1% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

| | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|--------------------|------------|------------|--------------|------------|------------------|------------|
| Shopping | 8.6m | +14% | 2.8m | +12% | 3.1 | +2% |
| Education | 3.0m | +12% | 1.0m | +11% | 3.0 | 0% |
| Music & Audio | 9.9m | +8% | 2.7m | +10% | 3.6 | -2% |
| Pop Culture | 64.8m | +2% | 8.5m | +3% | 7.7 | 0% |
| Careers | 6.3m | +2% | 2.0m | +1% | 3.1 | +1% |
| Personal Finance | 12.5m | -1% | 3.2m | -1% | 3.9 | 0% |
| News & Politics | 135.8m | -1% | 12.3m | -3% | 11.0 | +2% |
| Automotive | 12.2m | -3% | 2.5m | -1% | 4.8 | -e2% |
| Business & Finance | 48.3m | -3% | 7.5m | -3% | 6.5 | -1% |
| Travel | 21.8m | -4% | 5.2m | -4% | 4.2 | 0% |

OZONE OVERVIEW

Shopping was the biggest content category by engagement growth across the Ozone platform last week, as our premium publishers focused in on November's mega sales.

Interest in the best deals and discounts on Singles Day – and both Black Friday and Cyber Monday in the next fortnight – drove the **Sales & Promotions** topic to +28% page views growth. Elsewhere, the launch of John Lewis's latest festive TV ad, and new research by the retailer claiming that a fifth of consumers start planning for Christmas in November, drove **Christmas Shopping** and **Groceries** to +84% and 2.9x growth respectively.

Finally, the UK observed Remembrance Day on Saturday, 11 November. While tributes were laid at memorial sites nationwide, the National Service of Remembrance at the Cenotaph in London was flanked by protests about the Middle East conflict. Engagement with the **Protest & Demonstrations** topic from our **News & Politics** category almost tripled week on week.

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November's mega-sales events are upon us and up first was Singles Day, the sales event that originated in China and taking place annually on 11 November.

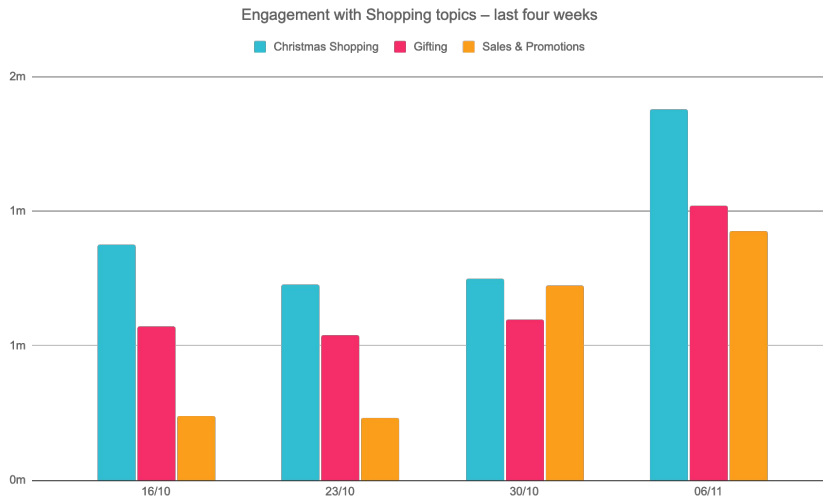
Next up we have Black Friday and Cyber Monday, the US sales events that traditionally follow the country's Thanksgiving celebrations, but have become global shopping behemoths thanks to Amazon.

With a plethora of deals and discounts from the many brands and retailers taking part, our premium publishers help editorialise the best of the offers.



Source: Ozone

November's deals and discounts drive Shopping



TAKE ACTION

There's still time to reach almost **36m shoppers** across the Ozone platform this Black Friday, as consumers look to bag bargains. From festive **Party Supplies** and **Home Entertaining** to **Designer Clothing**, **Perfume** and **Children's Toys & Games**, growth with key gifting content will feature. See our **Black Friday** one pager [here](#).

2.5x
Higher Sales & Promotions page views

Since the start of the month, our premium publishers' **Shopping** editorial has focused on the best deals and discounts to expect from brands and retailers across November's mega sales. Engagement with **Sales & Promotions** content has grown 2.5x in the past 2 weeks.

+38%
Christmas Shopping & Gifting growth

Also driving our **Shopping** category to growth in the past fortnight is an increase in reader engagement with the **Christmas Shopping** and **Gifting** topics. Combined, page views for the topics have grown by almost two fifths in the past two weeks.

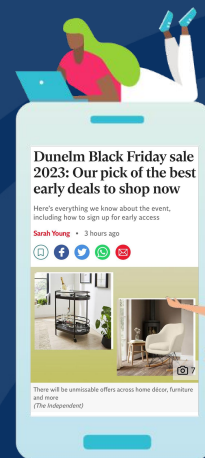
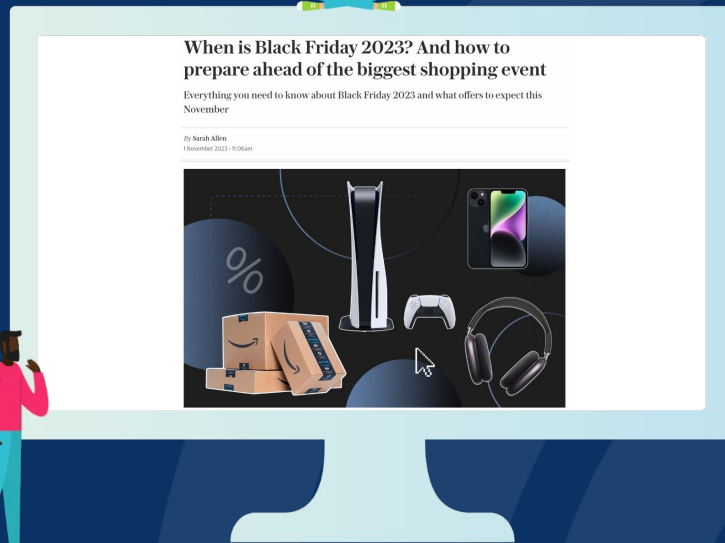
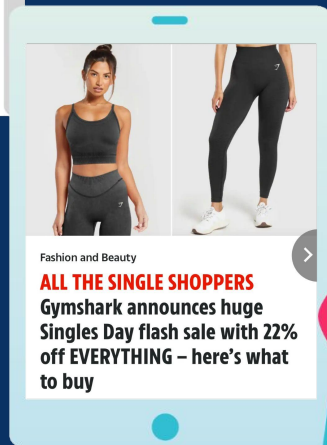
LOOKING AHEAD

In the past two years, engagement with our **Shopping** category has grown by a quarter in November, with mega sales a key driver. Related deals and discounts editorial will featured heavily in the **Sales & Promotions** topic, which we expect to grow by four-fold this month.

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Mega sales discounts in our premium publishers



Get in touch

