

# OZONE STORIES DEBUTS WITH LUXURY BRAND



What better way to launch Ozone Stories, our new high impact mobile-only creative treatment, than by partnering with a world-renowned luxury brand to drive exceptional results

## CLIENT BRIEF

To build reach across Ozone's editorially governed, premium publisher environments.

Target readers only in relevant context, including Luxury Lifestyle, Luxury Goods and Fine Art content.

Raise campaign awareness through engagement with a social inspired treatment.

## OUR SOLUTION

Lending itself perfectly to luxury brands, the high impact nature of our Ozone Stories creative treatment amplifies attention and user engagement.

We know this thanks to our study with Lumen Research, which shows that our premium mobile display inventory delivers +51% more ad attention vs. the rest of the web.

Plugging into our existing ad slots, Ozone Stories provided our client with the opportunity to promote multi-frame messaging directly alongside quality publisher content, in the context they desired.

## CAMPAIGN RESULTS

### 1.4m impressions delivered

Despite the campaign's short, 20-day burst, the Ozone Stories format delivered 1.4m impressions. Engagement rate, measuring users opening the unit to full screen, was 2.6x higher than expected.

### +21% higher in-view time

Users viewed the campaign creative in the stories treatment for longer, with 13.3" in-view time, +21% higher than our Ozone Attention Index benchmark.

### 57% story depth

Well over half of the multi-frame story content was viewed on average across the campaign's duration, highlighting the high levels of user attention and the storytelling capability of the creative treatment.

Sources: Ozone & Stories+ 2022

