



Simply

PREMIUM



Sales success from Team Ozone

HELLO

We are the customer-facing arm of Ozone, the game-changing digital advertising platform built for brands by the UK's leading publishers. Unlike many other sales teams, we have two distinct sets of customers – advertisers and agencies, and premium publishers. Successful relationships with each are essential to delivering on our promise of the premium web, a place where brands and publishers can thrive, and where advertising value is realised in loved and trusted environments.

While this story celebrates our customer-facing teams, none of it would be possible without the collaboration, creativity and camaraderie of every member of Team Ozone.

WHAT DO YOU LIKE MOST ABOUT WORKING AT OZONE



Daryl Manian

The people. From top to bottom everyone is friendly and makes the place feel like a second family. They have the same passion and drive to succeed, ultimately to make the company the best in market.



Becca Proctor

At Ozone your input counts and you have the opportunity to make a real difference.



Richard Rust

Damon has not only instilled his ethos of creating a clearer more transparent market with each one of us, he's also created a team who genuinely cares for one another.



Angela Decube

The team first and foremost. Ozone has one of the most fun and supportive teams I've ever worked with. Everything revolves around teamwork and preparing for the future.



Bill Dennett

You feel a sense of pride helping to build a better future for our industry.



Dipti Patel

The people and the culture makes Ozone a great work place. We all share the same vision and everyone is focused on delivery which is geared to our company mission.



Paul Floyer

Our incredible access to insights and real-time view of reader consumption patterns means there's always so much to talk to our partners about.



Lucy Beeson

Working with so many upbeat and determined people in such a supportive and collaborative environment, where there is a culture of development.



Tom Colgan

I enjoy the flexibility and trust instilled in us. There's also a great atmosphere when we're all in the office and a really collaborative and knowledge-sharing culture.



**Emma
Cranston**

Being a force for good!
Helping to change
the digital advertising
world for the better.



**Ryan
Savage**

Everyone is working
towards the same goal
and helps to support
and push each other.



**Frances
Lazenby**

How approachable
and willing to help
everyone is. It
genuinely feels like no
question is a silly one
and you can stroll up
to anyone, even the
leadership team, and
they'll be open to a chat.



**Pardeep
Jheeta**

The company works
hard to ensure
that all areas of the
business are in sync
working towards a
common goal.



**Mercedes
Shackleton**

The combination of
working with the right
people and for the
right product. I feel like
I'm making a change for
the better not only for
our publishers, but for
the digital marketing
industry as well.



**Harry
Beaven**

Alongside working
with some of the
greatest individuals in
the industry, the fast-
paced, ever-changing
environment creates
a unique platform
for development and
collaboration.



**Carly
Colgate**

The effort from
each individual, with
Ozone's best interests
at heart, provides a
mutual connection
across all teams. This
is then shared across
agencies and clients in
a fulfilling way.



**Dougie
Gunning**

Our unique offering
to market, led by
some of the smartest
people I've known. It's
relentless and exciting.



**Sophie
Raptis**

Innovation; product;
development. Always
moving things forward.
We're builders and
changing the market.

HOW WOULD YOU SELL OZONE AS A PLACE TO WORK



Hattie White

Really friendly company with a relaxed, inclusive culture and skilled people who support you all the way. And there's very exciting plans for the future.



James Clarke

An ambitious and challenging work-environment where your opinions and work are appreciated. We also have the best product in market!



Neya Bhatia

You will be welcomed straight away and made part of the Ozone family. Everyone is super friendly and really dedicated to being advocates for change.



Craig Tuck

Pioneering, progressive and personal. If you are interested in and want to work with purpose, there are very few places in media to rival this place.



Natalie Dawson

An amazing opportunity to learn and grow with a truly dynamic company changing the media landscape for the better.



Lucille Brune

How can't you consider learning more than you could possibly imagine, challenging and expressing yourself freely in a friendly and flexible environment?



Jacque Chadwick

The most rewarding, inspiring and exhausting adventure you will ever have.



Kirsty Spencer

It's not a company, it's a family. You don't feel like a cog in a well oiled-machine, you're an individual with the ability to directly influence the business and how it operates.



James Mapley

Moreso than anywhere I have worked in the past, the opportunity at Ozone is enormous. The technology, ambition and people fueling it are all fantastic.

WHAT THREE WORDS DESCRIBE THE TEAM AT OZONE



James
Phillips

energetic
determined
collaborative



Katie
Brown

welcoming
ambitious
fun



Danny
Spears

committed
energetic
customer-
focused



Erin
Davey

humble
dedicated
proactive



Jack
Oates

energetic
reliable
collaborative



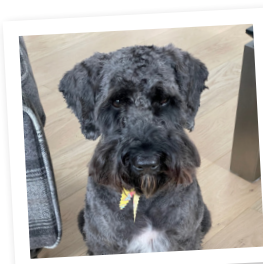
Karen Ritchie
Eskelinen

open
honest
helpful



Viola
Moss

friendly
knowledgeable
passionate



Brody
Scott

cuddles
family
treats



Joel
Woodage

leading
helpful
insightful



OZONE'S SALES TEAM



P is for people

We are a team united by Ozone values, focused on building a better future for premium digital advertising. Having moved from start-up to scale-up, we are committed to developing our top-performing team and promoting diversity of thought and background; be that through our 70% internal promotion fill rate, or our early careers partnership with Brixton Finishing School.

It's no surprise that 96% of our team are proud to work for Ozone.





R is for responsibility

At Ozone, we are focused on making it really easy for our customers to create more opportunities in the premium web – those much loved, content-driven websites that have been designed to inform and entertain consumers. The sustainability of this quality media ecosystem is incredibly important for both our advertiser and publisher customers, as well as society at large.

We take great responsibility in ensuring media investment delivers impactful campaigns that in turn help fund quality journalism, while also minimising any adverse impact on our planet.





E is for excellence

We are always raising the bar for excellence. Thanks to our team's smart optimisations and careful management, our campaigns consistently smash industry benchmarks to deliver incredible results for our customers; be it in terms of adtech metrics, attention scores or brand lift.

And we have made sure the planet doesn't pay the price for our success. Thanks to our engineering expertise – and in the face of rapid business growth – we have been able to reduce our own platform's emissions by two-thirds, while implementing processes to offset what remains.





News UK

The Guardian

The Telegraph

Reach

EveningStandard.

 INDEPENDENT

 DC THOMSON
MEDIA

TimeOut

l'HUFFPOSTI

BuzzFeed

 THE
STYLIST
GROUP

 ASIAN MEDIA GROUP
ENGAGE, EMBRACE, ENRICH

HELLO!

mumsnet
by parents for parents

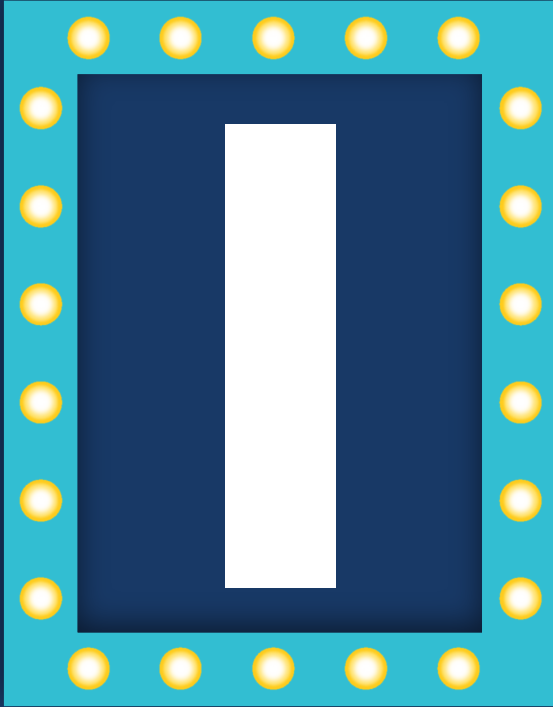
 BAUER
MEDIA GROUP

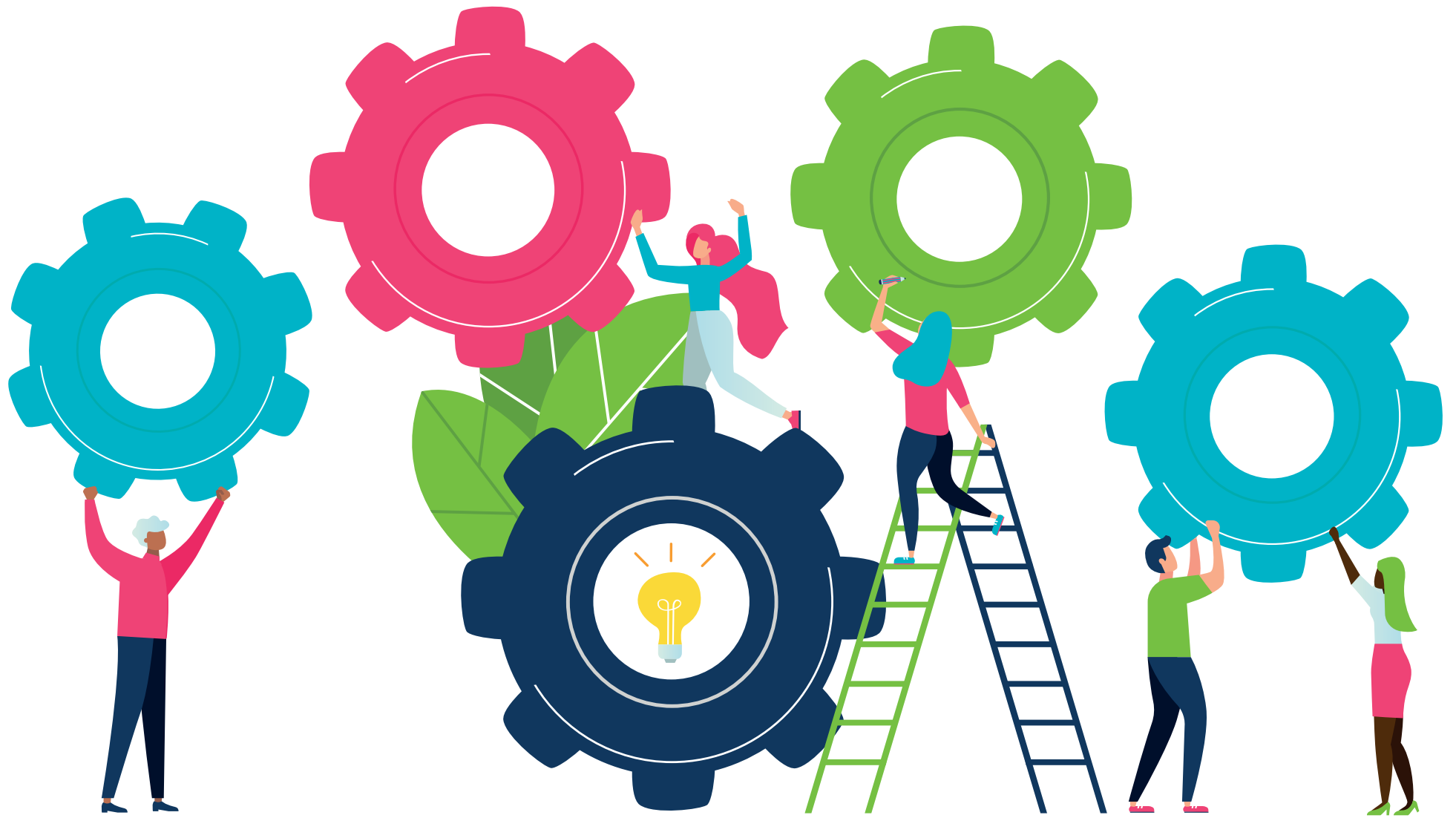
CITYA.M.

M is for multi-publisher

Ozone is a home for publishers of all shapes, sizes and guises. Originally built by four of the UK's biggest publishers, we now work with premium titles from fifteen different groups. In the past twelve months alone, we have on-boarded the likes of HELLO!, BuzzFeed UK, HuffPost UK, Mumsnet and Asian Media Group. We are creating a more sustainable future for quality journalism by bringing big publisher tech and expertise to a diverse range of highly valued community and interest-based titles.

Using our UK success as a blueprint, we now employ Ozone tech to power alliances in the US, Canada and Europe.





I is for innovation

The premium market needs premium tools – ones that create value within the digital ecosystem, rather than extract it. Our best innovation is informed by, and delivered in tandem with, our customers – evidenced by collaborations with the likes of Goodstuff, MediaCom, MG OMD and P&G, as well as our amazing publisher partners.

That's why we've turned to them to help us build and refine solutions like the Ozone Attention Index, Ozone Smart Bidstream, Ozone Stories, Ozone Biddable Management, Ozone Outcomes and Ozone Identify – just a few of the innovations we've developed in the past twelve months.





U is for uniqueness

If premium is our watchword, then it's driven by our ability to deliver advertiser reach of hugely scaled audiences, through a single point of contact, across the UK's most trusted and loved websites. For our publishers, this offers a complementary sell to their solutions built on brand and title affinity.

Our beating heart is a unique, single view of consumer behaviour across our publisher properties, from almost every UK adult, generating exclusive first-party data insights for Ozone's advertising partners. Every single publisher joining the Ozone alliance adds additional depth and richness to our data.





M is for momentum

78% year on year revenue growth; advertiser count up 87%; client retention rate up 30% – these are numbers that have increased consistently over Ozone’s first four years. Building a new business is never easy, so we’re incredibly proud to be growing at three times the rate of the UK online display market.

Yet that’s only one side of the coin. We’re equally proud to have doubled premium investment for many of our publishers in the past twelve months, becoming their single most important external revenue source.

SIMPLY PREMIUM

Ozone's customer-facing teams stand behind the promise of making it easier to plan, activate and deliver impactful outcomes through scaled, digital solutions in premium environments. This represents a win-win situation for all of our customers.

We've come a long way since launch and in the past twelve months experienced an exceptional year of growth, innovation and collaboration. Simply put, without this incredible team we wouldn't be where we are today – and the digital advertising world would be all the poorer for it.



SALES TEAM OF THE YEAR

Four years into Ozone’s journey and our incredible commercial success can be summed up in two words – **Simply Premium**. This paper will demonstrate how our focus on a quality, sustainable future – for both the digital advertising ecosystem and society at large – truly sets our team apart.

Built for brands by publishers, Ozone’s sales team encompasses a broad spectrum of disciplines, each focused on digital advertising excellence across the premium parts of the open web. And while our entire business is 100% advertising-led, this entry focuses on the impact of our customer-facing teams; from strategic solutions to client sales, publisher development to agency sales, and client services to ad operations.

AMAZING BUSINESS GROWTH

Following three consecutive years of high growth, the past twelve months have been no exception:

- **Revenue rocketed by +78%**
Growing at 3x the rate of market-wide display1 – with June, our most recent month, up +99%.
- **Advertiser count climbed +87%**
Worked with 312 advertisers, many across multiple brand lines. Higher spend volumes from many partners, with the likes of Jet2, Samsung, Slack, Warner Bros, Expedia, Nationwide, The AA, Cinch and P&G investing six-figure sums.
- **Increased retained advertisers by +30%**
Significant growth year on year saw these retention clients spending +53% more.
- **Regional hub revenue up +125%**
Our fully operational Manchester office saw revenue for H1 2022 up +125% on the entirety of 2021 – 4x growth forecast for the full year.

- **Diversified with +29% increase in publisher groups**
Onboarded four new publisher groups – HELLO!, BuzzFeed and HuffPost UK, Mumsnet, and Asian Media Group – many more in contract stage.
- **Became publishers most important external revenue source**
Outperformed the largest SSPs in terms of both revenue and yield contribution, with 2x growth in premium revenue for many of our publishers.
- **Kept our customers incredibly happy**
Achieved an average net promoter score of 60 across our client and publisher services teams – BCG deem 50+ as excellent.

DELIVERING A SIMPLY PREMIUM PROPOSITION

Whether an advertiser, an agency or a publisher, our sales positioning is remarkably similar. Ozone makes it really easy to create more opportunities in the premium web – the safe haven for brands and publishers across the open internet.

While others entice with creative excellence, our primary task is to build a sustainable future for the part of the internet that gets the job done – the open web. Yet it can do a much better job if we remove the industry issues surrounding transparency, measurement, privacy and brand safety that have frustrated and let down our customers in recent years. Ozone does exactly this by offering premium assurance on the open web, giving uncompromised advertiser choice, and ensuring quality inventory and data solutions are valued.

- **For advertisers and agencies**, Ozone delivers broadcast scale, consumer attention, real world first-party data, brand safety, transparency and results – all packaged in a really simple way to activate solely across editorially governed, premium publishers.
- **For publishers**, Ozone offers an audience-led sell to complement their own direct brand-led sell, alongside the tools to maximise total reward for use of both their inventory and data. Our publisher environments are the types of sites where brands expect and want their ads to run.
- **For society at large**, we aim to create a more sustainable future for the free information economy by winning investment for the diverse voices of premium publishers. We are also focused on the sustainability of the digital advertising ecosystem. In creating private, direct customer connections to premium environments, Ozone delivers more controlled and compliant programmatic solutions that significantly reduce the processing power from lost or wasted bids.

INNOVATION THROUGH COLLABORATION

We are committed to working with our customers to create the products, tools and services they need to succeed in the premium web. In the past twelve months, with our advertiser and agency customers, we have:

- Integrated **Ozone Ad Manager** into agency teams, to plan and activate campaigns from our platform, with real, compliant and actionable insights. More than 250 super users enrolled and over 10,000 individual data requests delivered since its August launch.
- Launched **Ozone Outcomes** with MG OMD; our Cost Per Completed View product combined our expertise with the agency's to ensure Renault's video ads were seen by real people at scale.
- Brought **Ozone Stories** to market with MediaCom; the popular social media ad format reimagined for publisher pages, designed for more immersive storytelling.
- Created a framework for major clients, like P&G, to connect

directly to our quality environments and deliver on their pledge to invest in the premium media they know to be most effective.

- Built a flexible Connect product to seamlessly **integrate agency marketplaces** with our environments for the likes of Omnicom, GroupM and Dentsu
- Developed **Ozone Identify** to help advertisers reach previously unaddressable audiences – 85% of the UK population vs. 48% market-wide addressability. In the past year 983 premium managed and deal campaigns were boosted by Ozone Identify.
- Agreed **direct trading deals** with major advertisers like P&G and Samsung, and with agencies including GroupM, Omnicom, Publicis, Essence, VCCP, the7stars, Goodstuff, AMI and AKA.

In the past year alone, working with our publisher partners, we have:

- Developed a flexible range of **proprietary publisher technology** helping to unlock c.140% more investment from existing ad partners, while at the same time reducing data leakage by c.75%.
- Launched **Ozone Biddable Management**, a service proven to help small and medium publishers, or UK arms of international publishers, increase total digital ad investment by c.40-45%.
- Created **Ozone Identify** to ensure first-party data remains within their control at all times, and with improved addressability increased ad investment by +80%

PERFORMANCE THROUGH PREMIUM

While industry studies from the IAB, Magnetic, Newworks, and GroupM have highlighted the power of premium environments on digital advertising, Ozone demonstrates this on a daily basis. In the past year our team has:

- Delivered an 8.4% average brand lift – as measured by Brand Metrics2 – across 93 different campaigns this year, and more than 300 since launch



SALES TEAM OF THE YEAR

- Proven the value of attentive media with our proprietary measure, the Ozone Attention Index, across 500m+ ad impressions and c.300 campaigns, showing +18% performance lift against MOAT benchmarks
- Smashed industry performance benchmarks across formats – e.g. interscrollers delivering +93% higher CTR and +34% more viewability, or video solutions delivering completion rates 30%+ higher for 6”, 10” and 20” formats

This premium performance also positively impacts the planet, offering our customers a more sustainable ad offering. Thanks to machine learning, our team’s continual optimisations, and offering more direct, controlled advertiser access to premium environments (vs. open market programmatic), we have reduced the number of servers needed to parse our data by -66%.

Despite +78% growth in total revenues and traffic doubling, we reduced server numbers from 90 to 30. This was part one of our Measure, Reduce, Offset approach to reduce emissions of our owned platform. In April, we offset the residual 33 MTCO2 by a factor of 1.5x (50 MTCO2).

DIVERSITY WITHIN AND BEYOND

People are the heart of the Ozone business. And while our early days encouraged a certain profile of Ozoner able to take more risk, we have taken great care to shape our growing team with more consideration:

- Our customer-facing roles are now 54% female, with each departmental team run by a female, four of whom are working mothers.

- We launched an Early Careers Programme for graduates and school leavers which has welcomed five new starters into these teams in the past year – 14% of the total sales team headcount.
- In partnership with Brixton Finishing School, we made every Early Careers role available to their talent – while providing mentoring from our team.
- Recognising the huge value of our existing talent, 70% of promotions came from within.

Diversity is also incredibly important within our portfolio. To succeed, Ozone required huge scale meaning our early growth focused on high traffic, quality publishers. Today, we are focused on depth of portfolio; be it interest-based with titles like City AM or Mumsnet, or community focused websites like Eastern Eye, Garavi Gujarat and Asian Times. These relationships go beyond inventory and data – helping smaller, often under-resourced publishers establish best in class set-ups to maximise digital revenues and create more sustainable futures for the communities they serve.

TESTAMENT TO OUR SUCCESS IN THE UK MARKET

Testament to our UK success, Ozone is now collaborating with many alliances worldwide to licence our technology and capabilities, helping build equivalent, premium marketplaces in territories in North America and Europe. It’s thanks to the proof points delivered by our domestic sales team that we are able to provide a blueprint for success across the world.

SIMPLY PREMIUM means simply the BEST



