



Reach 35.5 million shoppers this Black Friday

Ozone is powered by a pool of cross-publisher first party data and contextual targeting capability, uniquely delivered at platform scale. By combining this with the delivery of your campaigns to the most attentive audiences only across premium publisher domains, you will deliver greater impact with your digital advertising.

- Greater efficiencies
- Unique, real-world insights beyond standard reporting
- Increases in addressability even in privacy browsers
- Platform agnostic
- Discover more than 1,000 categories for targeting
- Self-serve through Ozone Ad Manager's deal request platform



Gifting

Gift guides, product reviews and gifting inspiration

12M unique users

Bargain Hunters

Special offers, sales and discounts

10M unique users

Category-specific

Select from over 1,000 categories, for everything from books to bunting

Consumer Electronics

19M unique users

Beauty

5M unique users

Home

12M unique users

Clothing

15M unique users



Savvy consumers look to stock up on all they need for the upcoming festivities, with the **Party Supplies & Decorations** category- including Christmas decorations - **up +97% and Home Entertaining up +44% WoW.**



As shoppers look to pick up the best deals on luxury goods, engagement with the **Designer Clothing** category **nearly doubles** whereas **Perfume** content **increases more than +260% WoW.**



With Black Friday presenting the opportunity to get ahead on the Christmas shopping, the **Children's Games and Toys** category **increases +57%** and **Kid's Clothes** content **grows by +60% WoW.**