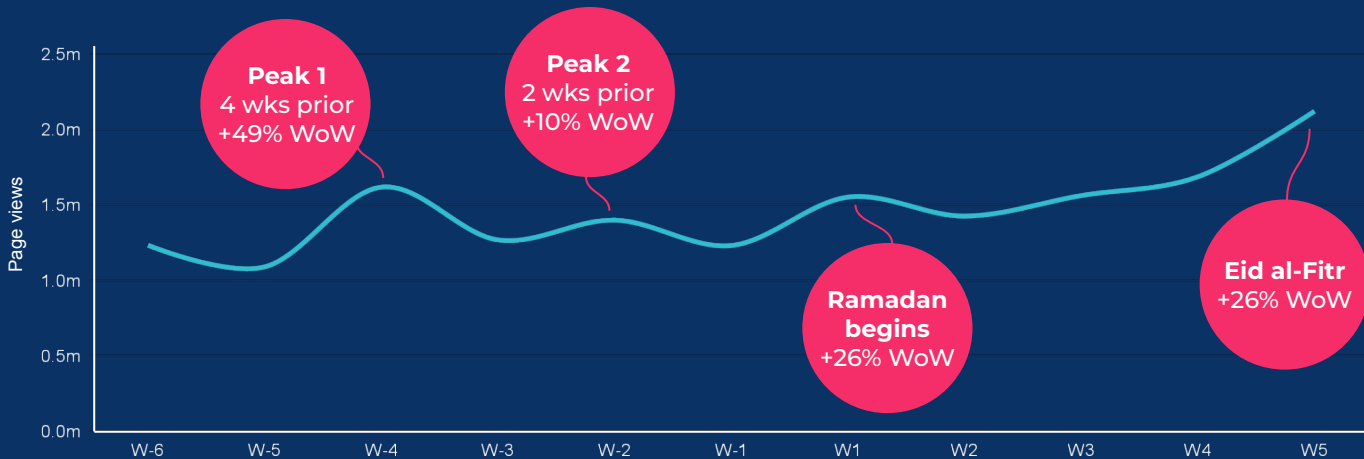


Reaching millions of engaged consumers over Ramadan

Ozone is powered by a pool of cross-publisher first-party data and contextual targeting capabilities, uniquely delivered at platform scale only across premium publisher domains. This combination ensures brands reach the right audiences at the right times.

Here is your guide on how Ozone delivers real-world results when engaged audiences are in-market in the lead up to and during Ramadan.



Implementing first-party data strategies to reach the right consumers during Ramadan

Geo-targeting

Increasing relevance with geo-targeting of the UK's largest Muslim populations

Day-parting

Consider upweighting campaign delivery from the Iftar time, once the sun has set

Islam/Ramadan
3.1M unique users

Groceries
19M unique users

Entertaining at Home
3.5M unique users

Charity & Donations
3.5M unique users

Delivering the right brand message during the holy month is paramount for success among this highly engaged audience as they seek out the products and services they need to observe Ramadan with loved ones.

In addition, our in-house creative team Studiozone produces premium solutions as added value*. From high impact display to engaging video overlays, Studiozone's premium creative drives success in our environments.

