

# Key moment targeting with a leading health charity

To support this charity during during a key awareness month, they partnered with Ozone to drive awareness through a highly contextual digital campaign.



- Activity launched on 1st September to align during an awareness month using strict keyword and geo targeting to ensure strong contextual relevance. The objective was to drive awareness for the client during this key moment.
- Early delivery was limited due to the granular targeting. Ozone worked with the agency and client to expand the keyword set while maintaining relevance, unlocking greater scale.
- The optimised strategy increased delivery and exceeded benchmarks, leading the client to increase spend and continue activity with Ozone through to the end of Q4 2026.

**+100%**

Standard IABs vs  
CTR benchmark

**+43%**

Rising stars vs  
CTR benchmark

**+17%**

above standard  
IABS viewability  
benchmark

**+11.9%**

above rising star  
viewability  
benchmark