

# Main Shopper reach in Q4's key retail moments





**Ozone offers  
massive reach  
to seasonal,  
mega-sales and  
main shopper  
audiences**

**35.5 M**

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**Christmas, Black Friday and  
Main Shoppers a month in  
the lead up to Christmas**

# Black Friday is a treat yourself day

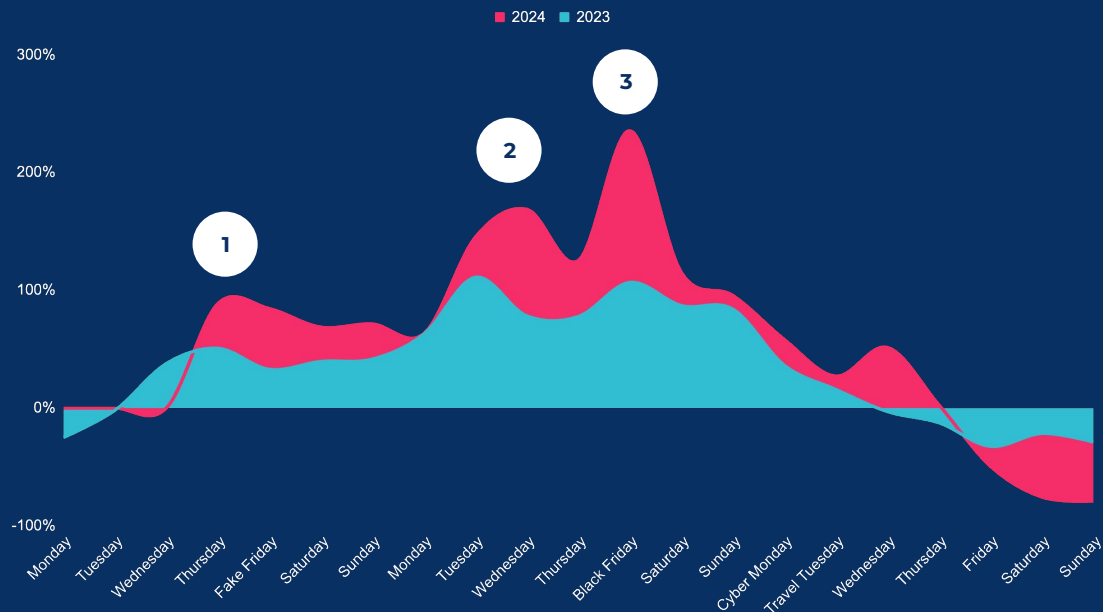
Average Black Friday and Christmas Gifting, Sales and promotions readership seasonality over L5 Years



We see a strong, sharp spike in interest for sales and promotions during Black Friday, followed by a more gradual build-up and peak for gifting content closer to Christmas. The distinct peaks suggest different drivers for these events. The dip in gifting readership during Black Friday week further suggests Black Friday is more of a self gifting moment.

# The shifting rhythms of Black Friday

Comparison of Sales and promotions readership in 2023 and 2024



We are observing more marked peaks, typically early in the week leading up to shopping days like Fake Friday and Black Friday, and these peaks appear to be becoming more exaggerated compared to previous years.



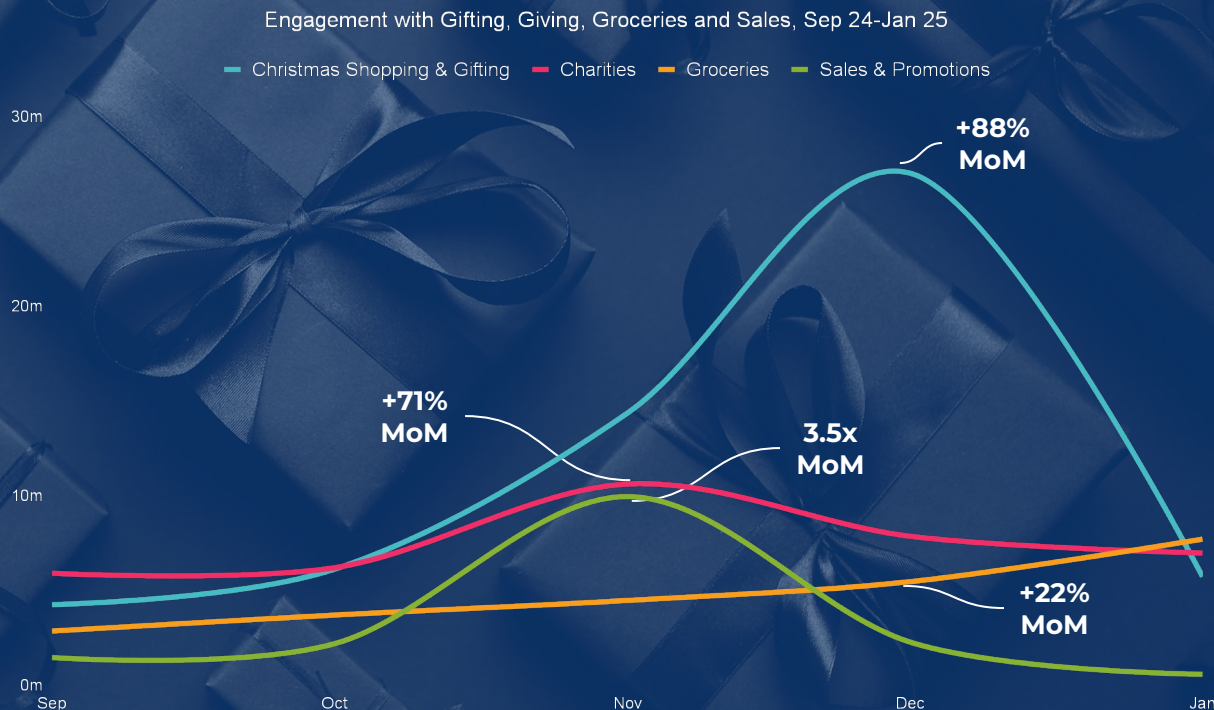
# Strong December engagement with Retail & Gifting

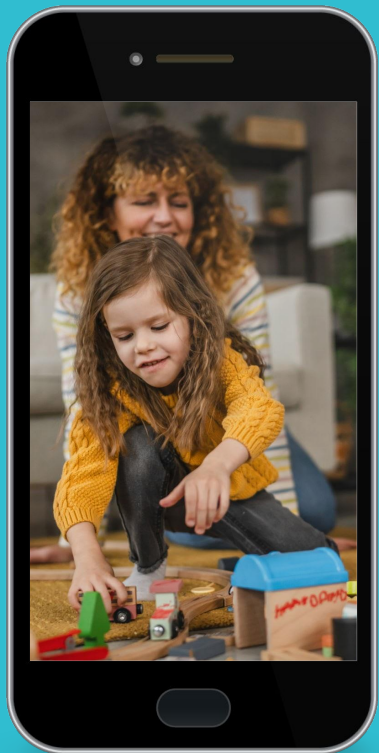
Last December, Ozone's online audience remained highly engaged with seasonal content, showing significant increases in page views compared to the 2024 average:

- **Christmas Shopping & Gifting:** 3.5x higher
- **Groceries:** +50%
- **Charities:** +20%
- **Sales & Promotions:** +14%

Year-over-year growth also stood out, with rising interest in:

- **Second-Hand Items:** +57%
- **Luxury Goods:** +14%





# Building results that sleigh with leading toy brand

Ozone and a globally renowned toy brand partnered on a Christmas campaign to build awareness and drive customer consideration of the brand's toy lines to families during the festive season.



**+26%**  
Overall Brand  
Lift score



**1.6M**  
Unique users  
reached



**74%**  
Viewability  
score

