

Celebrate Mums with Ozone's easy-to-activate deals

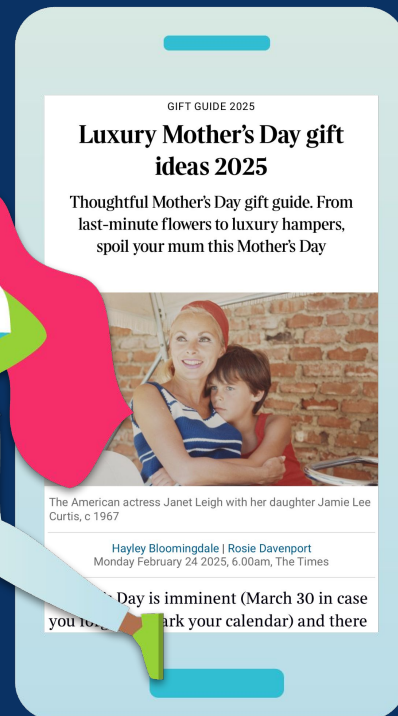
Reach nearly **12m Mother's Day Gifters** in build up to Sunday, 30 March

10.9m
BEAUTY & PERFUME
users

4.0m
GIFTING & FLOWERS
users

7.4m
WOMEN'S ACCESSORIES
users

Mother's Day on Sunday, 30 March 2025 is a special occasion for millions of Mums and even more Brits. While it may be a single-day celebration, with a short activation window, brands can connect with highly engaged audiences in relevant gifting context through Ozone.



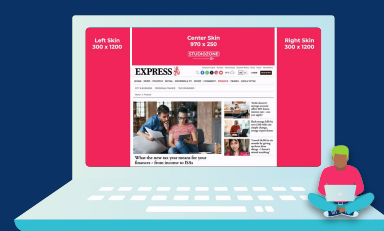
MOTHER'S DAY INSIGHT

- While **Mother's Day** follows a Valentine's Day **Flower Shopping** bloom in February, reader engagement still typically more than doubles in March
- Two weeks before Mother's Day, reader interest another gifting area – in the case of **Perfume** – almost doubles week on week
- Expect **Gifting** page views to surge +60% in the week before Mother's Day

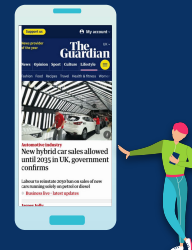
Why buy with Ozone?

- Single point of access to premium, high attention, multi-publisher inventory
- Accurate, reliable and recent first-party audience segments verified by PwC. Reach audiences in the moment they are most engaged with precise targeting
- Mitigate against duplication, wastage and overexposure for a more efficient buy
- Deploy video, display and rich media campaigns with build and design support
- Self serve and activate directly from your DSP Measure beyond performance with Ozone's Attention Index and Brand Study products
- Programmatic formats include:
 - Rich media (Skins; Interscrollers)
 - Online Display (High Impacts; IABs)
 - Video (Pre roll; Outstream; Video Wrap)

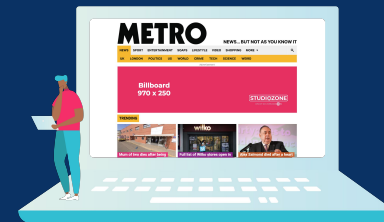
Programmatic formats



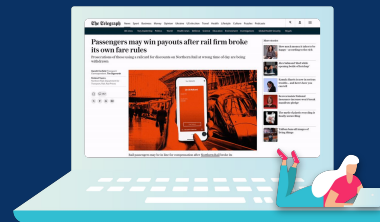
Multi Skin



Interscroller



IABs



Video Wrap

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THE TEAM**

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AD MANAGER**