

# 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 Perfume – almost doubles week on week
- Expect Gifting page views to surge +60% in the week before Mother's Day

Luxury Mother's Day gift ideas 2025

Thoughtful Mother's Day gift guide. From last-minute flowers to luxury hampers, spoil your mum this Mother's Day

The American actress Janet Leigh with her daughter Jamie Lee Curtis, c 1967

> Hayley Bloomingdale | Rosie Davenport Monday February 24 2025, 6.00am, The Times

Day is imminent (March 30 in case you was ark your calendar) and there



# 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





Passengers may via proposat after rail firm broke
In vort fact roils

| Passenger may via proposat after rail firm broke
In vort fact roils
| Passenger may via proposat after rail firm broke
In vort fact roils
| Passenger may via proposat after rail firm broke
In vort fact roils
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposat after rail firm broke
| Passenger may via proposation rail firm broke
| Passenger may via proposation rail firm broke
| Passenger may via proposation rail f

**IABs** 

Video Wrap

CONTACT THE TEAM ACTIVATE IN OZONE AD MANAGER