



Golden Gifters & Givers

From Black Friday and Cyber Week surges, to festive gift-finding and the Boxing Day sales, Ozone's Shopping category takes center stage in Q4.



21m
unique
users

GET TO KNOW OUR **SHOPPING** UK AUDIENCE

Audience overview

Ozone's **Shopping** audience are highly engaged with Healthy Living, Style & Fashion and Fine Art beyond the seasonal surge. This audience blends wellness with style and experiences suggesting Black Friday and Christmas interest isn't just about discounts – it's about discovery. Ozone connects brands to inspired shoppers exactly when their style and seasonal interests converge.

Top Christmas keywords by volumes

- Christmas 21.2M
- Boxing Day 4.3M
- Gift 1.75M
- Present 1.53M
- Sale 832k
- Voucher 201k

Categories more likely to be engaged with

Healthy Living
i443

Real Estate
i436

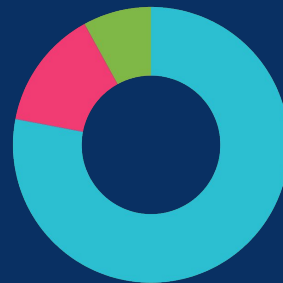
Home & Garden
i404

Style & Fashion
i394

Fine Art
i379

Device usage

● Mobile ● Desktop ● Tablet



Q4 is prime time to reach Savvy Shopping audiences

Four reasons why Ozone reaches this audience as fuel their Q4 gifting and giving

15M+

**SALES &
PROMOS**

page views during
Black Friday week

8x

SHOPPING

users compared to
annual average in key
shopping moments

2x

**CHILDREN'S
TOYS**

audience growth
across Q4

35%

**INCREASE IN
DONATIONS**

for UK charities on
Christmas Eve



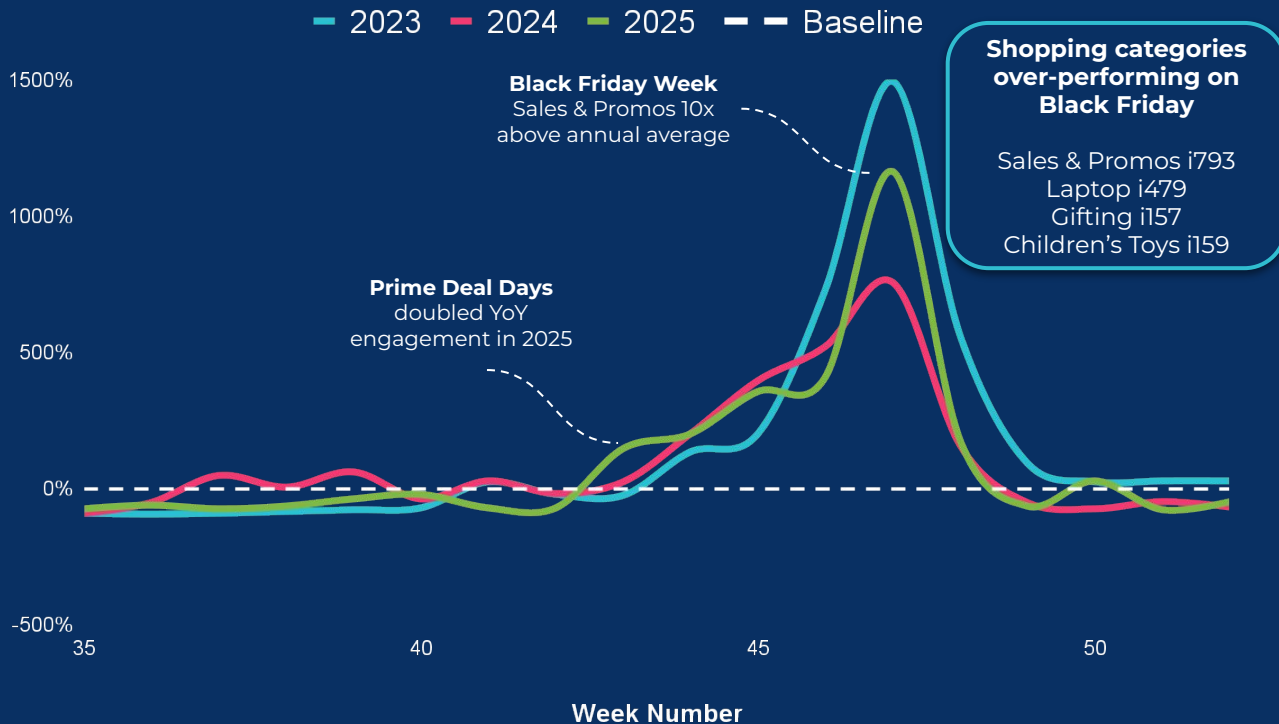
Promotions starting earlier

In 2024, the surge during Cyber 5 (the days from Black Friday to Cyber Monday) nearly tripled baseline engagement for **Sales & Promotions**.

Fast-forward to 2025, and the trend of an elongated promotion period intensified. Across the Ozone platform we saw consumer intent ignite much earlier with Prime Deal Days serving as a vital "warm-up" period.

Savvy shoppers are using this October window to research sales deals before the final push creating a longer window of influence for brands, moving from a single day of discounting to a multi-week journey of discovery and comparison that culminates in the Cyber 5 peak.

When does Black Friday actually begin?



High-Value Goods and Shared Experiences

November

High-value acquisition

The Cyber 5 is a powerhouse for high-value items. Across the Ozone platform, Luxury and big ticket items lead the engagement hierarchy. Self-gifting is a primary driver; savvy shoppers are prioritising quality over impulse, leveraging Black Friday discounts to secure premium items targeted throughout the year.

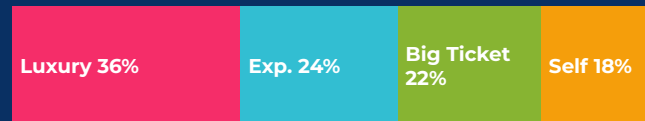
December

The experiential pivot

As the focus shifts from goods to 'Memory Making', engagement with experiences like theatre, spas and travel surges. While retail-led self-gifting takes a back seat, the final weeks of the year are defined by festive celebrations and shared moments, with Luxury remaining a stable pillar throughout.

Shopping from Black Friday to Christmas

Cyber 5 Week (w/c Nov 24)



Christmas Week (w/c Dec 22)



Luxury

36% → 34% **Stable**

Experiences

24% → 42% **Surges +18pp**

Big Ticket

22% → 16% **Drops -6pp**

Self-gifting

18% → 8% **Halves**

Luxury

Categories: Luxury Goods, Accessories, Luxury lifestyle

Experiences

Categories: Spas, Theatre, Musicals, Cinemas, Museums

Big Ticket

Categories: Consumer electronics, Home entertainment systems, Video Gaming

Self-gifting

Categories: Beauty, Gifting, Wellness

Windows for Q4 activation

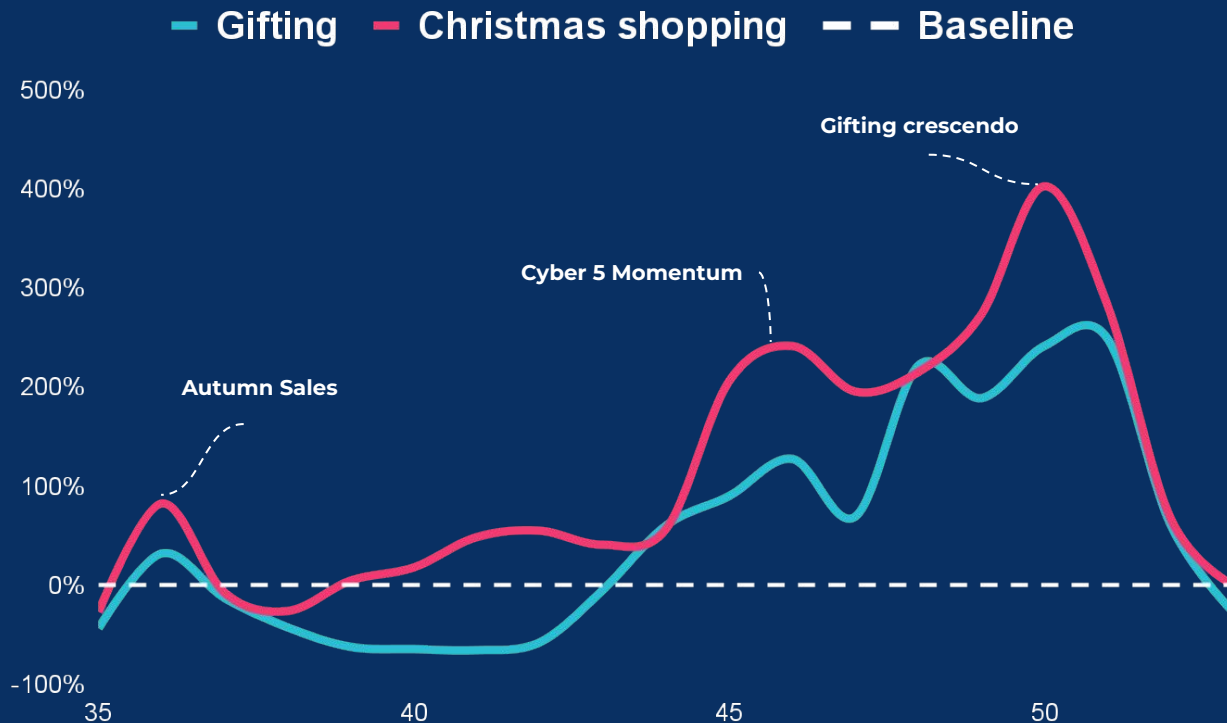
While engagement remains above baseline for the entire quarter there are three key moments.

Autumn sales: An initial surge in Holiday Shopping, driven by autumn sales, sets the stage, proving that the Q4 mindset ignites long before November.

Cyber 5 momentum: A massive 250% lift in Shopping engagement as Black Friday becomes the primary engine for high-ticket acquisition.

Gifting crescendo: While general shopping begins to taper, Gifting engagement reaches its ultimate peak. This is the last-minute window switching from bargain hunting to giving.

The Gifting & Shopping roadmap

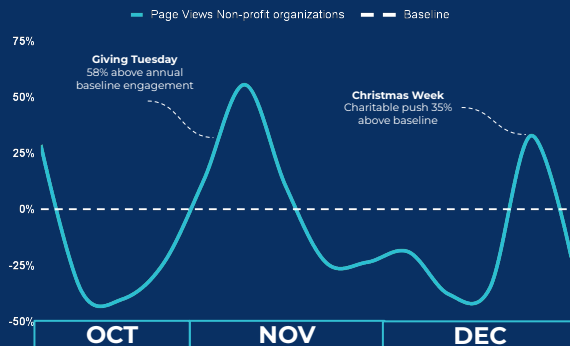


Reaching 13M givers at Christmas

Across the Ozone platform we can reach up to 13M unique users engaging with charity organisations.

Our understanding of this audience shows they also engage heavily with the **Finance, Politics** and **Events & Attractions** categories – consider including these interests as part of your audience to expand reach to **Charity Donors** during the festive period.

A time for giving not just gifting



Our Giving audience is a mature, high-income profile, with a significant over-indexing in the 44+ demographic. This group doesn't just engage with retail – they are deeply rooted in **Business & Finance** and **News & Politics**, providing a stable, affluent audience base that balances shopping intent with a sense of social responsibility.

Engagement grows in November as audiences pair their early Black Friday mindset with charitable contributions around 'Giving Tuesday'. This is followed by a secondary, high-intent peak in where the focus shifts from commercial gifting to community giving, capturing the festive spirit during Christmas week.

Categories more likely to be engaged with

Online Education
i130

Children's Rights
i124

Secondhand Market
i123

Home Entertaining
i114

Ethics
i110

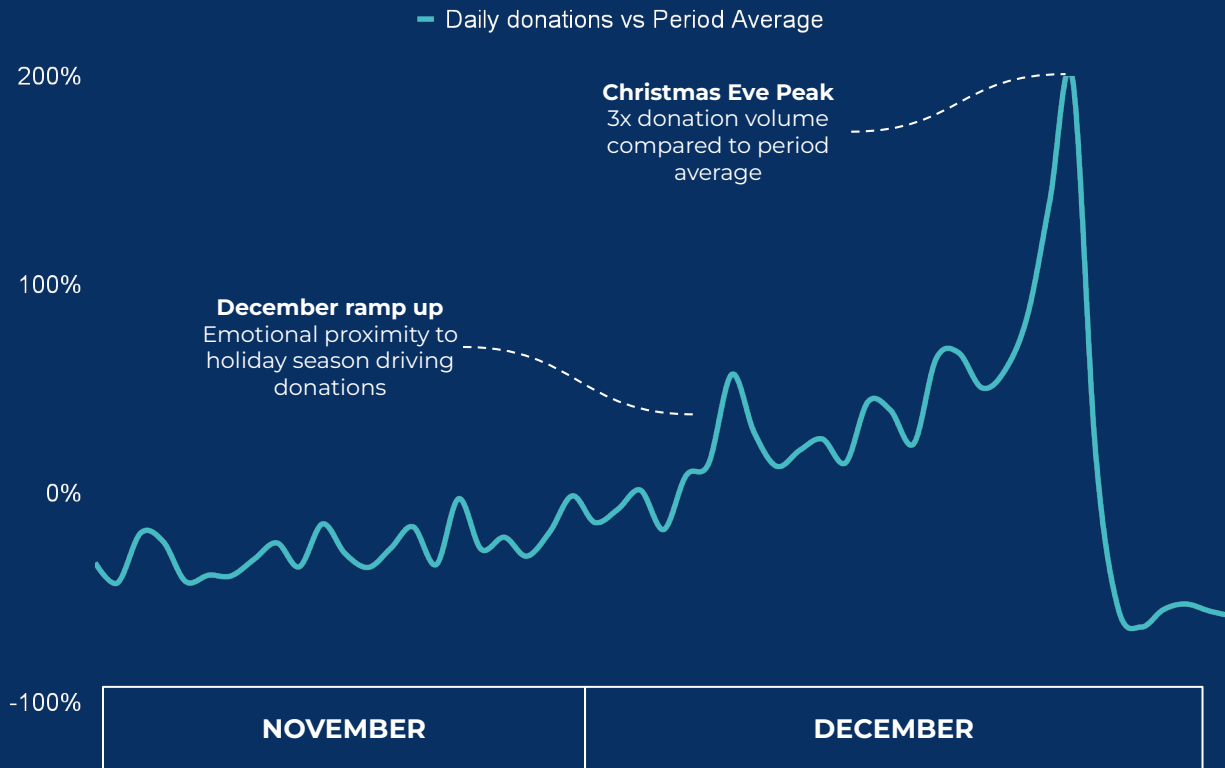
Time for giving

By leveraging our **Connected Intelligence** capabilities to track donation volumes across **five UK Charities**, we are able to uncover a roadmap of the Q4 donor journey.

We see a compelling shift in the Q4 mindset. Throughout November, we observed a **stable baseline** followed by a dramatic shift as we moved into December. As the month progressed, donation volumes began to ramp up, intensifying in direct alignment with emotional proximity to the holiday season. This culminated in a 3x surge in donations on **Christmas Eve**.

This highlights how contextual resonance acts as a multiplier for donations during the festive season.

Driving donations in Q4 for key charity partners



Connecting with value-seekers and givers

DEAL HUNTER

29M
users

Shopping, Personal Finance,
Black Friday, Style & Fashion,
Sales & Promotions,
Coupons & Discounts,
Consumer Electronics

GIFT GIVER

26M
users

Holiday Shopping, Beauty, Spas,
Technology & Computing,
Gifts & Greeting Cards,
Toys & Games, Luxury Goods,
Luxury Gifting, Dining out,
Fine Art, Games & Puzzles

CHARITY DONOR

13M
users

Non-profit organisations,
Society, Economy,
Environmentally Conscious

Own gifting & giving moments

From major sales to gifting moments capture
Ozone's retail audience when they are spending

- Ozone connects brands to the UK's savvy shoppers who are deal-hunting and buying for loved ones.
- Reach over **21M** unique UK shoppers who are highly active during peak periods, with engagement during Black Friday week hitting 8x the annual average.
- Early surges begin with Autumn Sales, followed by a massive 3.5x lift during Cyber 5 week
- Beyond retail, Ozone captures an audience of **13M** potential givers. This high-income, mature demographic balances shopping intent with social responsibility

