



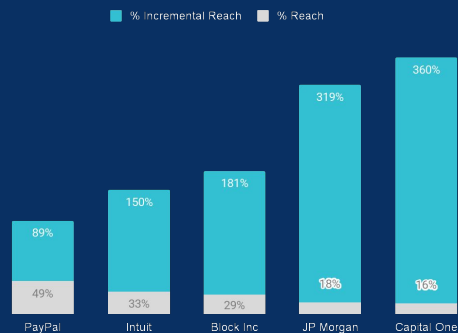
Reach 160m+ Personal Finance users with Ozone

March 2026

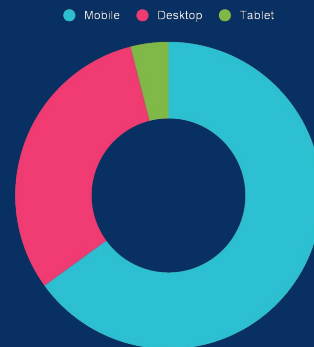
Reach
164m
Personal Finance
users

**WE KNOW
THE PERSONAL
FINANCE
CATEGORY**

Incremental Personal Finance reach



Device usage



Top Subcategories driving Shopping engagement

Financial Assistance

Personal Investing

Stocks & Bonds

Consumer Banking

Personal Taxes

Highest indexing behaviours

Tech innovation
i185

College Planning
i181

Coupons & Discounts
i152

Careers
i145

Automotive
i126

Personal Finance

From Q1's Tax-Year End peak, June's graduation-fueled planning, and New Year's resolution budgeting – **Personal Finance** audiences surge around every major fiscal moment on Ozone's **Audience Connection Platform**.

Reach 8 in 10 Personal Finance users with Ozone

Audiences surge and engage more around key Shopping events

