



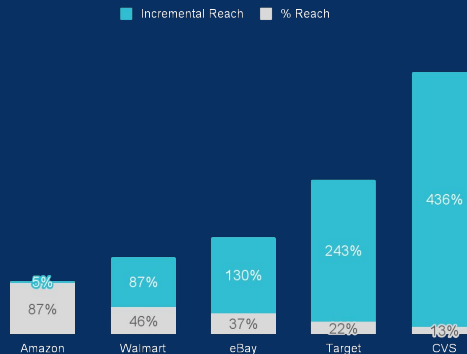
Reach 9 in 10 savvy Shoppers

March 2026

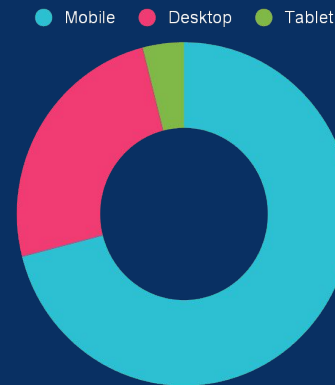
Reach
165m
Shopping
users

**WE KNOW
THE SHOPPING
CATEGORY**

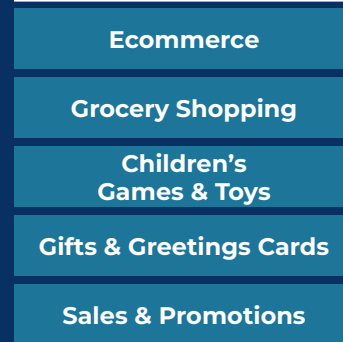
Incremental Shopping reach



Device usage



Top Subcategories driving Shopping engagement



Highest indexing behaviours



Shopping

From the November 'Cyber Five' frenzy and July 4 summer surges to Labor Day and Presidents' Day savings, **Shopping** engagement hits high-water marks across every key promotion period on Ozone's **Audience Connection Platform**.

Reach 75% of Shopping users with Ozone

Audiences surge and engage more around key Shopping events

