

Celebrate Independence Day

Connect to **25m+ Americans** this July 4th with Ozone targeting

**+15m
PARTY
PLANNING**
users

**9.5m
BBQs &
ALCOHOL**
users

**7.1m
GROCERIES
& SALES**
users

**10m
TRAVEL
PREPPER**
users

Make this July 4th memorable. Celebrate Independence Day by reaching millions of Americans with Ozone's precise audience targeting. Ozone is a digital advertising business with a difference, powered by the real human connections found on audience-first media sites – where people go daily to be inspired, informed, and entertained.

OZONE'S CELEBRATORY INSIGHT

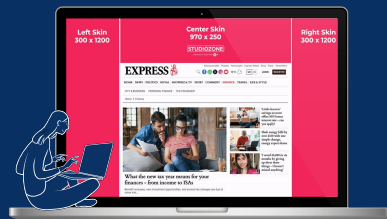
- Expect national holidays, like Independence Day, to boost engagement with related content. Memorial Day in early June drove a spike in interest in Ozone's **Events & Attractions** (20%), **Food & Drink** (+50%), **Shopping** (+23%) and **Travel** (+13%) content categories as Americans sought out inspiration to fuel their celebrations.
- Memorial Day drove user growth for **National Holidays** (2.8x), **Groceries** (9x), **Alcohol** (2x), **Sales** (2.5x), and **Travel Advice** (2.4x).



Why buy with Ozone?

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

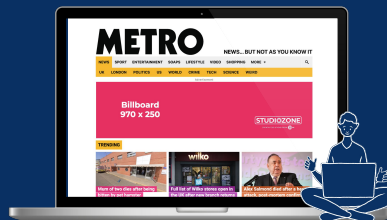
Programmatic formats



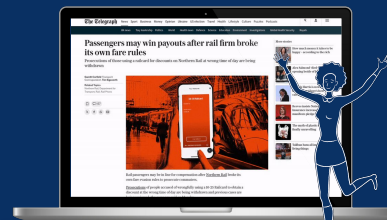
Multi Skin



Interscroller



IABs



Video Wrap

**CONTACT
THE TEAM**

**ACTIVATE IN OZONE
AD MANAGER**

About Ozone

We're Ozone – a digital advertising business with a difference

Ozone is powered by the human connections created by audience-first media businesses – those online places where people come to be informed, inspired, and entertained every day.

Our audience platform combines these connections at scale, with brilliant creative and deep audience capabilities to deliver measurable business impact for brands. We also provide publishers with tools, expertise and a collective voice to maximise the value of the powerful connections they create.

