

Taking off with Premium World across Italy and Spain

We boosted this client's offers by connecting them to Ozone's highly engaged Travel audience, focusing on deal-seeking travellers. This campaign reinforced this client as the go-to airline for savvy flyers.



1.7M

impressions
served across 59
local language
publishers



0.11%

CTR in Italy
2x the Standard
IAB benchmark



+80%

higher CTR for
Spain compared
to the IAB
benchmark

