



OZONE

RETAIL MOMENTS

May 2026

ORA

Wielk
WRZ
Pep

Reach over 185m Shoppers

Ozone's **Coupons & Discounts** audience experiences its most dramatic growth during the summer retail season.

In early July, engagement reaches a massive 5.5x increase over the baseline as flagship events like Prime Day, Walmart Deals, and Target Circle Week take place simultaneously.

As we transition into late August, the focus shifts toward Back-to-School, where high-intent audiences combine educational preparation with Labor Day and Tax-Free promotional events to maximize value before the new school year begins.

Major retail events drive a midsummer surge in value-seeking



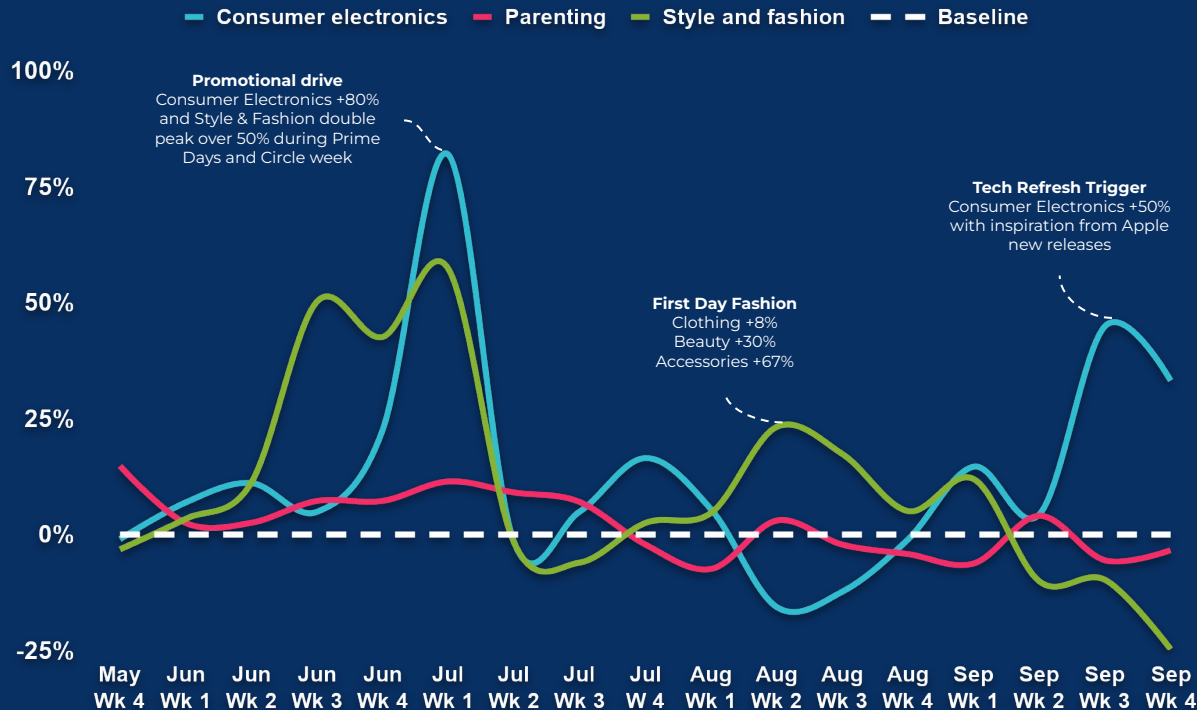
Reach 7 in 10 Back to School Shoppers

Back to School shopping starts early – with mid-summer promotional events like Prime Deal Days and Circle Week driving audience engagement with **Fashion** and **Consumer Electronics** as parents and students secure value before the August regional school starts.

A later secondary peak indicates the last-minute shoppers refreshing their wardrobes ready for the first day and final checks of laptops before the real work begins.

Parenting remains consistent over the summer and dips when schools go back as they form part of decision making and purchasing.

Decoding the Back to School Cycle



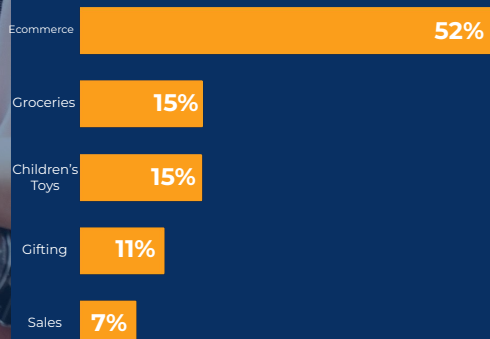
Reach
8 in 10
Shoppers

GET TO KNOW
OUR **SHOPPING**
USA AUDIENCE

Audience overview

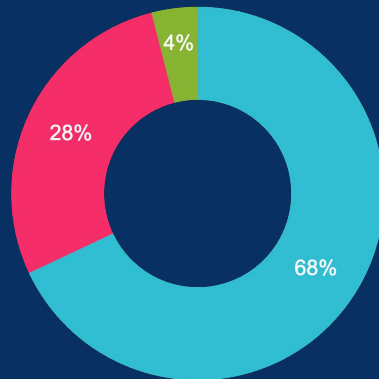
From everyday essentials to considered big-ticket purchases and sales season splurges, our **Shoppers** audience is actively in market – browsing, comparing, and researching products to buy across retail, ecommerce, and everything in between.

Shopping topics most engaged with



Device usage

● Phone ● Desktop ● Tablet



Categories more likely to be engaged with

