

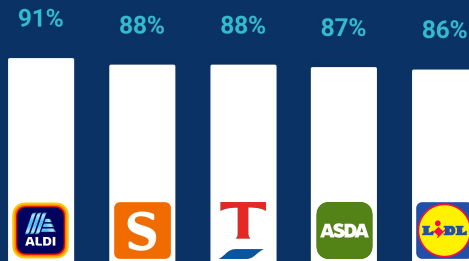
Supermarkets and Grocers



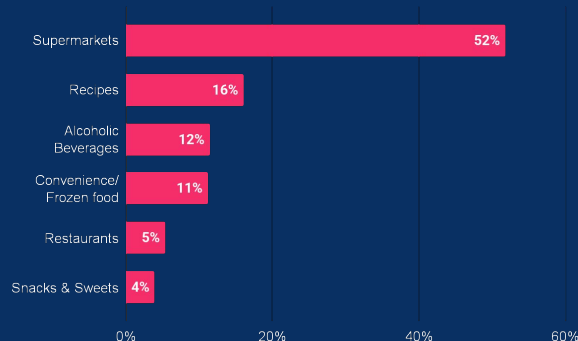
CONNECTING YOU WITH 78% OF MAIN SHOPPERS THROUGH THE WINTER PERIOD

Site comparison

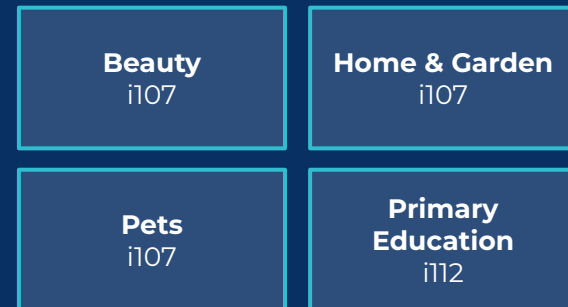
*over 86% reach of all major UK Supermarkets



Top Subcategories



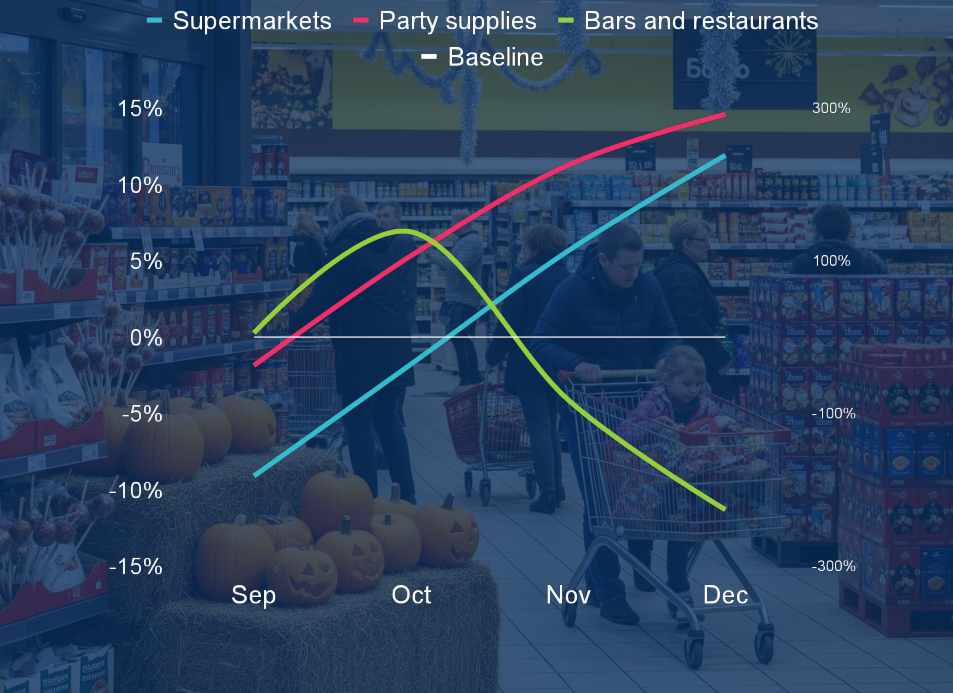
Highest Indexing Behaviours



Audience Targeting



Supermarket engagement soars as Brits get ready to host at home



Taking centre stage at Christmas

This grocery client leveraged our rich first-party data and engaging creatives to inspire 'Families' and 'Party Hosts' to explore 'The Best' range during the festive season.



12%

Brand Uplift vs.
10.2% Grocery
benchmark



0.31%

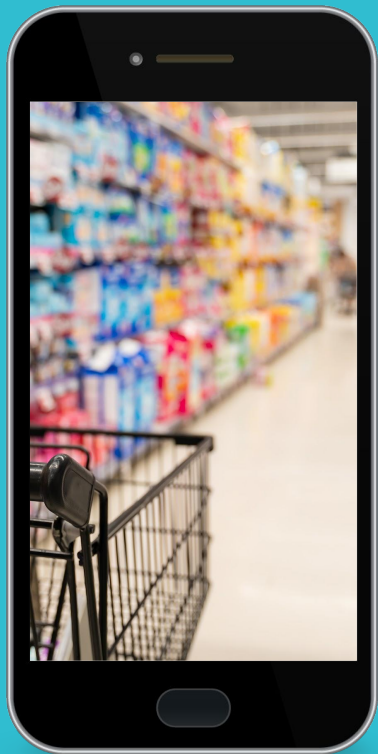
Interscroller
CTR vs. 0.3%
benchmark



1.39%

Skins CTR vs.
1% format
benchmark





Dynamic content optimization campaign drives 6.5x ROI

A campaign partnership between Ozone and our client, a leading grocery store, drove 6.5x ROI thanks to our automated, dynamic creative optimization capabilities and precision targeting



81%

Viewability;
+23% higher vs.
benchmark



+14%

higher average
order value
vs. target



6.5x

ROI, agency
conversion data
claims

