



TECH & COMPUTING

August 2026



Reach
8 in 10
Tech &
Computing
users

GET TO KNOW OUR
TECHNOLOGY
USA AUDIENCE

Audience overview

Ozone's Audience Connection Platform reaches Tech audiences from new launches to discounts. This audience is researching new advancements in cell phones and tablets and seeking the best deals on new tech.

Top Tech subcategories

Tech Innovations

Consumer Electronics

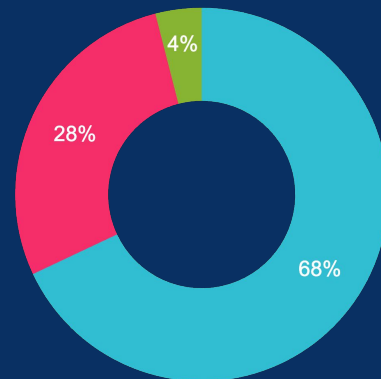
Computing

Software & Apps

Artificial Intelligence

Device usage

● Phone ● Desktop ● Tablet



Categories more likely to be engaged with

Video Gaming
i142

Astronomy
i137

Auto Tech
i140

Internet Services
i133

Ebooks
i131

Tech intent sparks engagement

As Q4 approaches, engagement across tech categories shifts from early inspiration to purchase intent.

The fall tech refresh wave begins in mid-September, triggered by major product reveals and flagship hardware launches like Apple's annual announcements.

Engagement reaches its highest peak during major sales periods in November, as deal-seeking audiences turn to **Consumer Electronics** to secure key promotional offers.

Sustained interest in broader **Tech & Computing** and **Gaming** keeps engagement above baseline through the holiday season, driven by gift research and end-of-year upgrades.

Flagship launches and sales events

