



**Ozone
connects
with 27m UK
Black Friday
shoppers**

The year's biggest shopping moment is almost here

Ozone connects brands to 27m Black Friday Deal Hunters

HUMAN CONNECTIONS AT SCALE

22m
BLACK FRIDAY
SHOPPERS
users

20m
CONSUMER
TECH &
GAMING
users

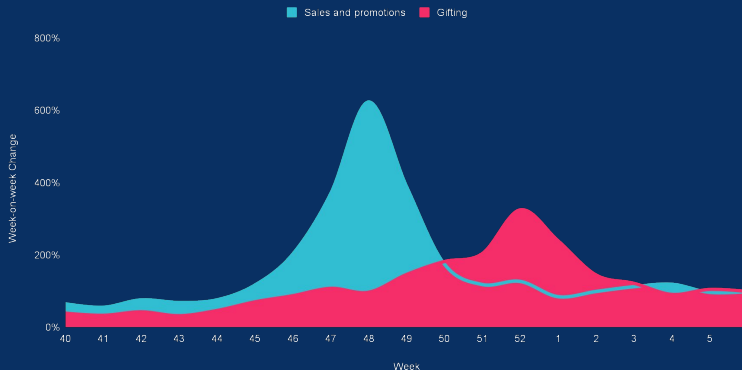
17m
FASHION &
BEAUTY
users

12m
HOME &
GARDEN
users

Audiences looking to capitalise on seasonal discounting across multiple sales categories are already growing, with **Amazon Big Deal Days** driving early interest. We expect audience growth to continue in the lead-up to and during **Black Friday** and **Cyber Monday**.

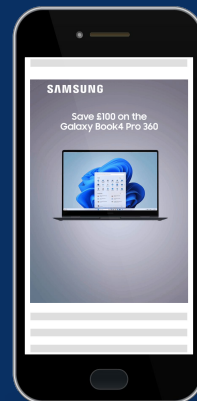
LIVING AUDIENCE INTELLIGENCE

Average Black Friday and Christmas Gifting, Sales & Promotions engagement seasonality over L5 Years



We typically see a sharp spike for **Sales & Promotions** during Black Friday, suggesting it's a key self-gifting moment. However, seasonal **Gifting** engagement is still prevalent and grows consistently until reaching a peak in the Christmas week.

CONTEXT RESPONSIVE CREATIVE



Deploy video, display and rich media campaigns with Studiozone builds

Rich media (Skins; Interscrollers)
Online Display (High Impacts; IABs)
Video (Pre roll; Outstream; Video Wrap)

ACTIVATE IN OZONE AD MANAGER

Black Friday is a treat yourself day

Average Black Friday and Christmas Gifting, Sales and promotions readership seasonality over L5 Years



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