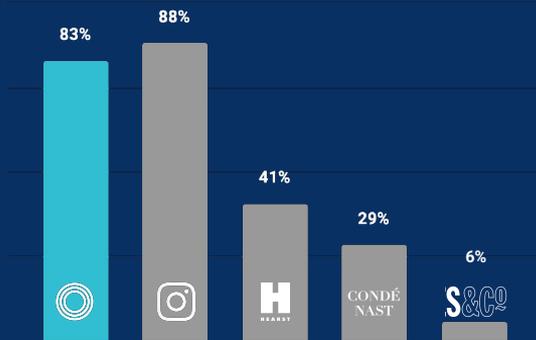




Luxury Goods

CONNECTING YOU WITH 83% OF LUXURY GOODS BUYERS THROUGH THE WINTER PERIOD

Site Comparison (Reach %)



Highest Indexing Behaviours

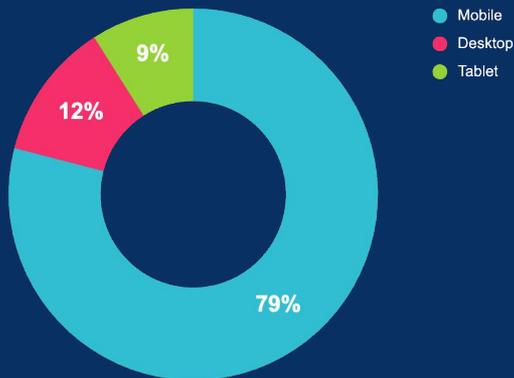
Fitness & Exercise
i129

Healthy Living
i169

Theatre Events
i158

Travel
i115

Top Subcategories



Audience Targeting

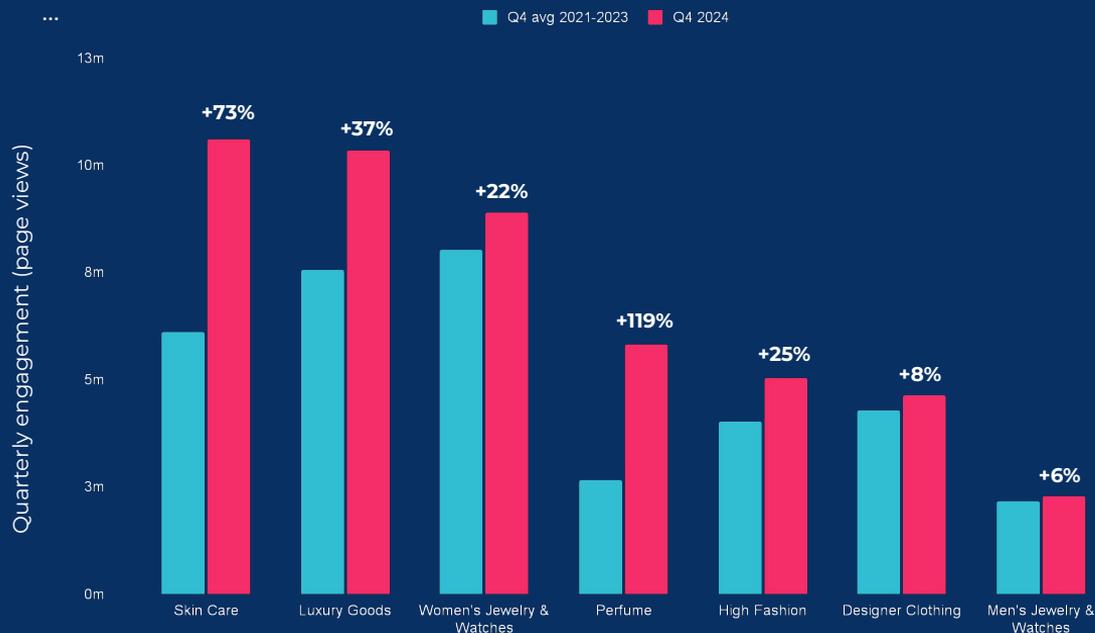
Luxury Goods
8.7M

Designer Clothing
8.0M

Luxury Lifestyle
14.6M

Jewellery & Watches
1.1M

Interest in more premium products bounces back in Q4 2024



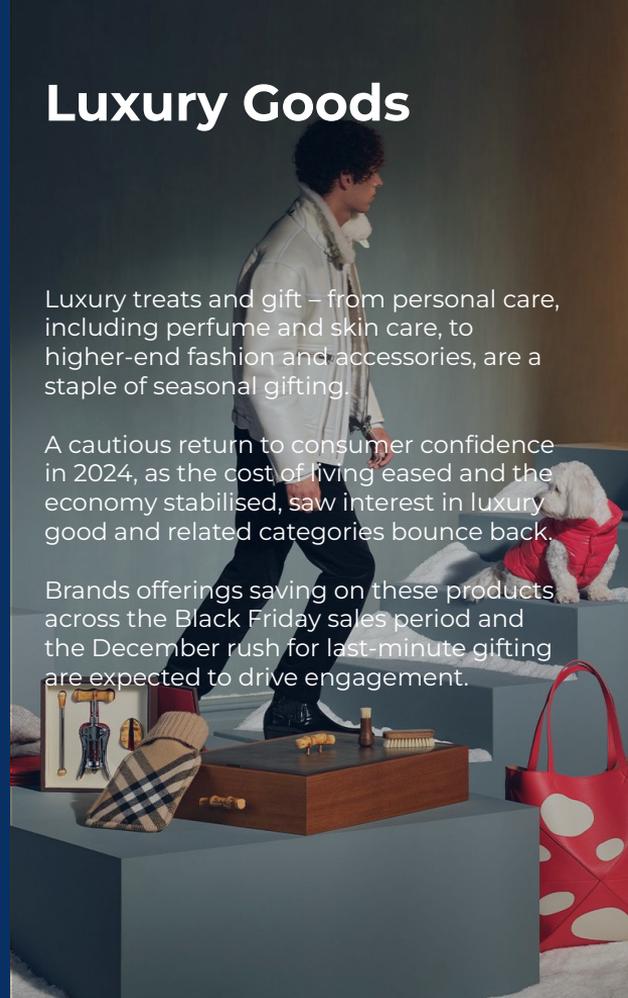
Source: Ozone, 2021-2024

Luxury Goods

Luxury treats and gift – from personal care, including perfume and skin care, to higher-end fashion and accessories, are a staple of seasonal gifting.

A cautious return to consumer confidence in 2024, as the cost of living eased and the economy stabilised, saw interest in luxury good and related categories bounce back.

Brands offerings saving on these products across the Black Friday sales period and the December rush for last-minute gifting are expected to drive engagement.



Luxury fashion brand *dresses to impress* in Germany

We were briefed to captivate a luxury fashion brand's affluent German audience – skewing male and 35+ – using our range of mobile ad formats, featuring the client's attention-grabbing video creative



~500K

impressions
served in
Germany



0.75%

Interscroller
CTR, triple the
benchmark



80%

Viewability,
exceeding client
expectations

