THE OZONE PROJECT

# HOW TO READ THE NATION

## The role of first-party user data in predicting behaviour trends

**ALEX MAUDE**
Insight & Comms Manager

# A UNIQUE VIEW OF CONSUMER BEHAVIOUR

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**PLATFORM**
SCALE

**360°**
VIEW OF CONSUMER

**1.4bn**
MONTHLY PAGE VIEWS

OVER
**250+**
DOMAINS

# A UNIQUE VIEW OF CONSUMER BEHAVIOUR

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CONTEXTUAL DATA

FIRST-PARTY RELATIONSHIP

LEGITIMATE USE

BEHAVIOURAL DATA

FULLY COMPLIANT

PRIVACY BY DESIGN

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# UNRIVALLED INSIGHTS FROM THE STORIES THAT MATTER

## Fuelled by record audience growth

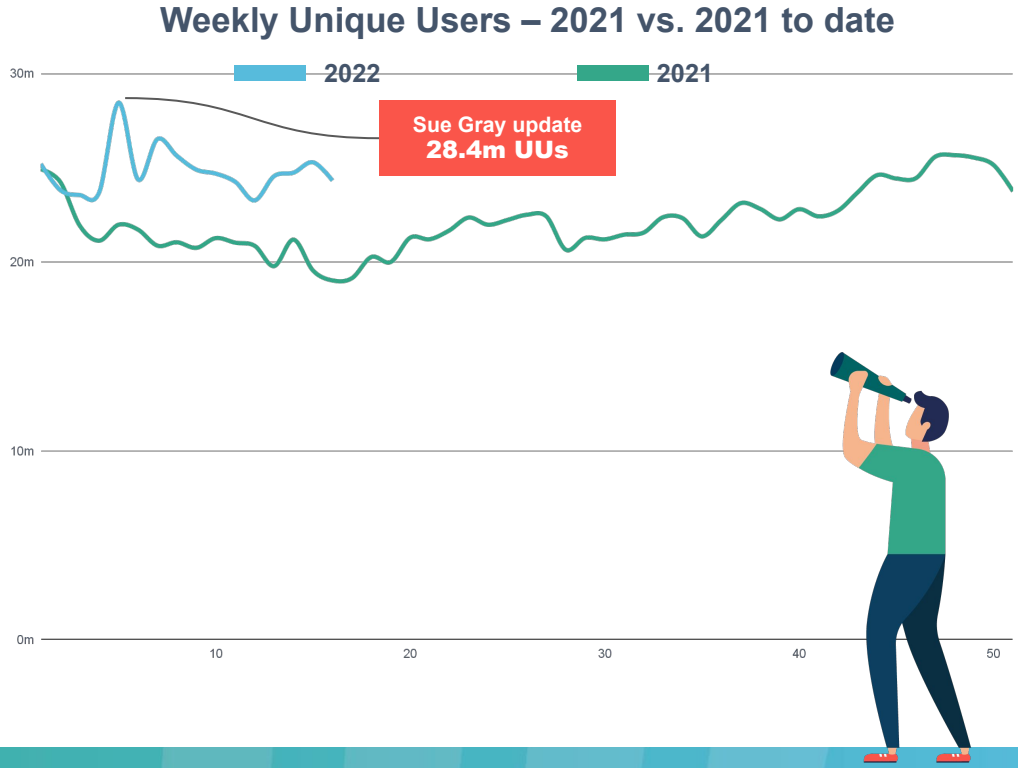
Source: The Ozone Project, 2021-2022

# ANNUAL AUDIENCE GROWTH

**24.8m** AVG. WEEKLY USERS IS +16% HIGHER YOY

**28.5m** USERS IN SUE GRAY UPDATE WEEK IS A RECORD HIGH

**+28%** HIGHER # OF USERS LAST WEEK VS. 2021



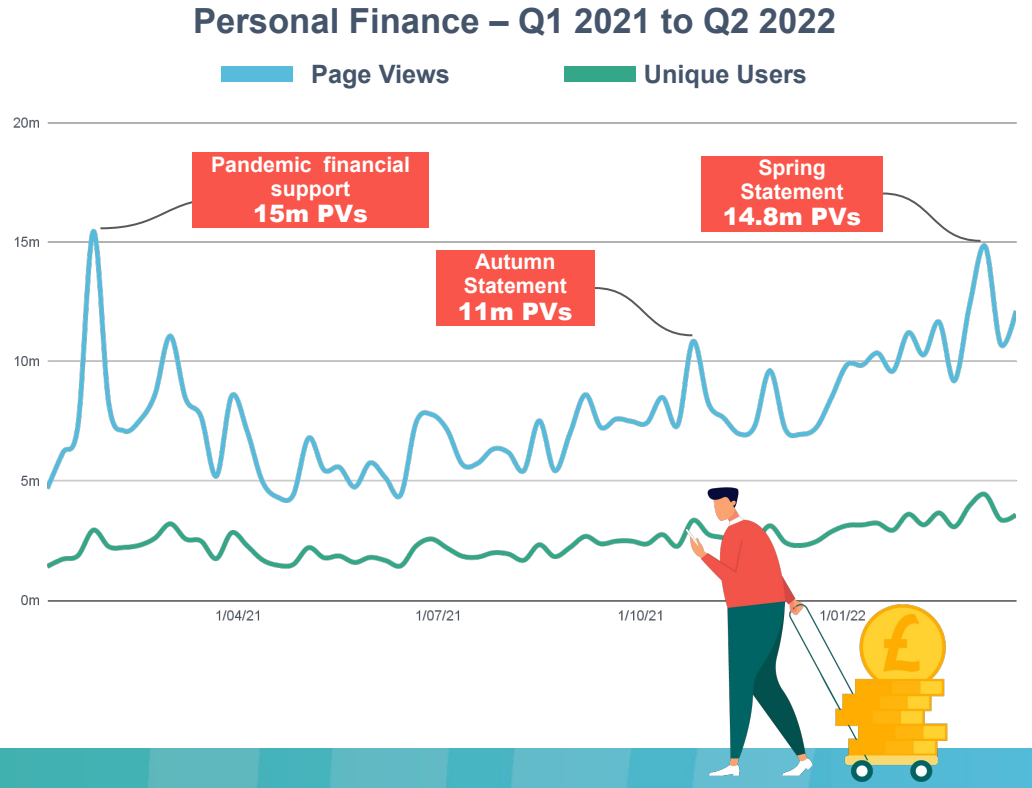

Source: The Ozone Project, 2021-2022

# MONEY MATTERS

**132m** PERSONAL FINANCE PVs IN Q1

**+35%** ENGAGEMENT GROWTH vs. Q1 2021

**+50%** MORE PVs FOR SPRING STATEMENT vs. AUTUMN BUDGET




Source: The Ozone Project, 2021-2022

# A DAY AT THE RACES

**+17%** HIGHER THAN CHELTENHAM

**+195%** INCREASE IN GAMBLING PVs

**4.1m** HORSE RACING PVs UP NINE-FOLD WoW

Source: The Ozone Project, 2021-2022

# IT'S A KNOCKOUT WEEK FOR TV

**+58%** TV ENGAGEMENT GROWTH YOY

**+224%** SPORT TV PVs GROWTH WOW

**11.4m** WEEKLY REALITY TV PAGE VIEWS

Source: The Ozone Project, 2021-2022

# TARGETING THE MINDSETS & MOMENTS THAT MATTER

## Applying first-party data to brand thinking

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# DESTINATION DATA

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Source: The Ozone Project, 2021; Google Trends (based on searches for travel aggregator sites)

# PASSION POINT PURCHASES

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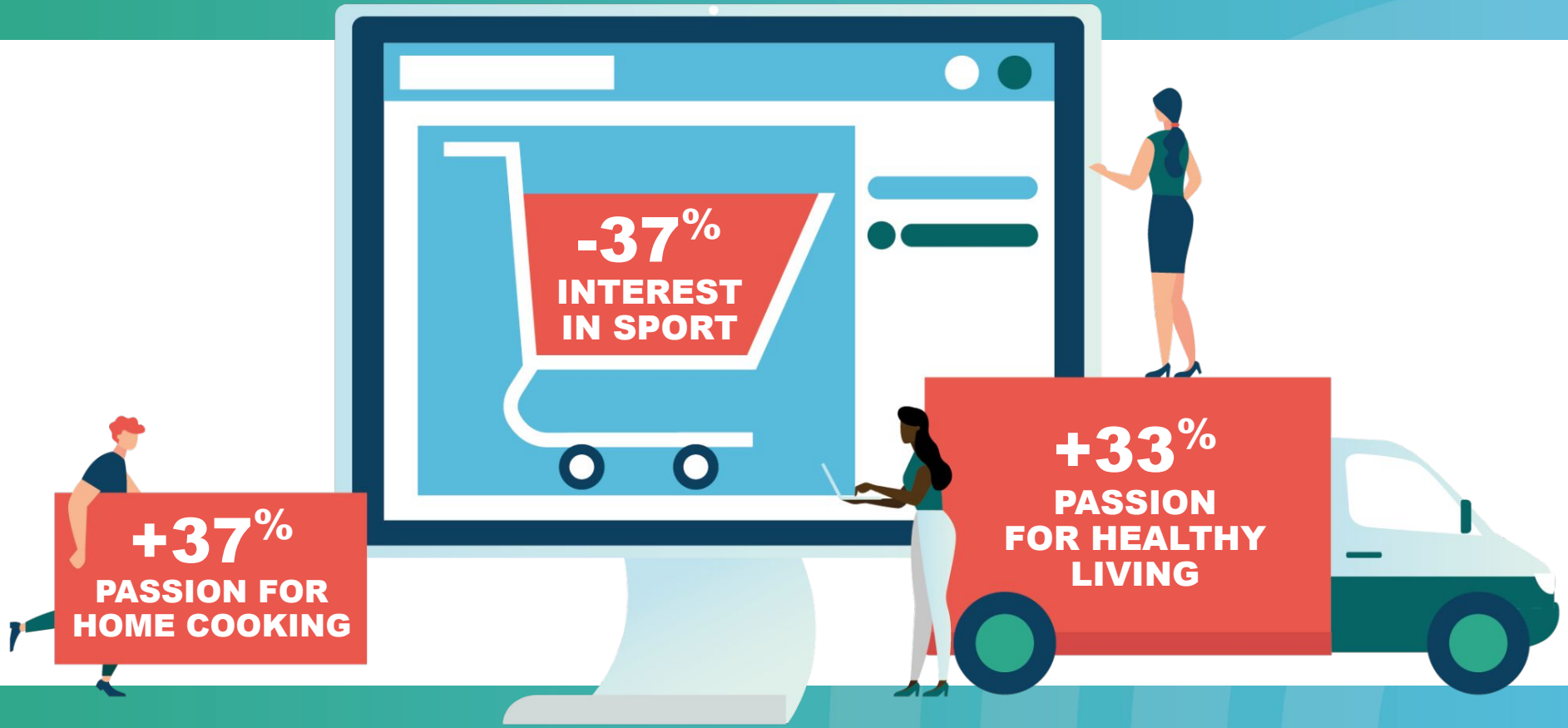

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## THANK YOU

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