

INTERNATIONAL WOMEN’S DAY

Leverage Ogury Personas during IWD to **connect with audiences who value and support brands that celebrate women**

Over half of women expect fashion, beauty and health & wellness brands to offer promotions for IWD.* Drive brand consideration by delivering tailored offers celebrating women to the right Ogury Personas when they’re most motivated to shop.

With Ogury’s Personified Advertising, reach over 2.5 billion unique devices globally and connect with key audiences at scale.

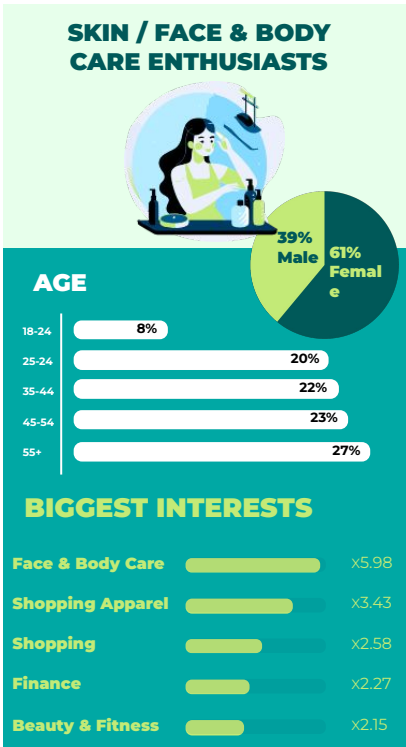
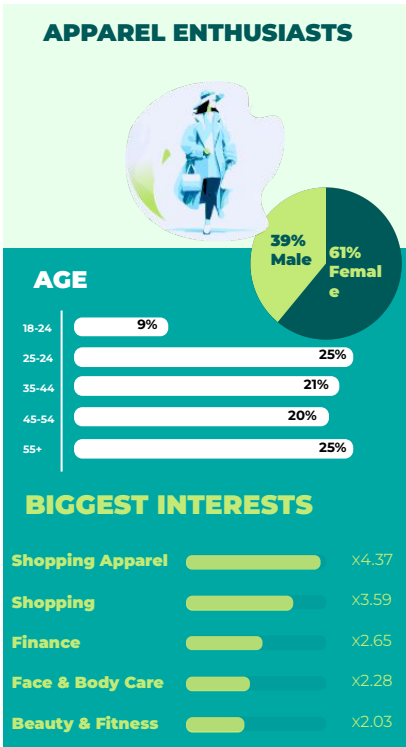
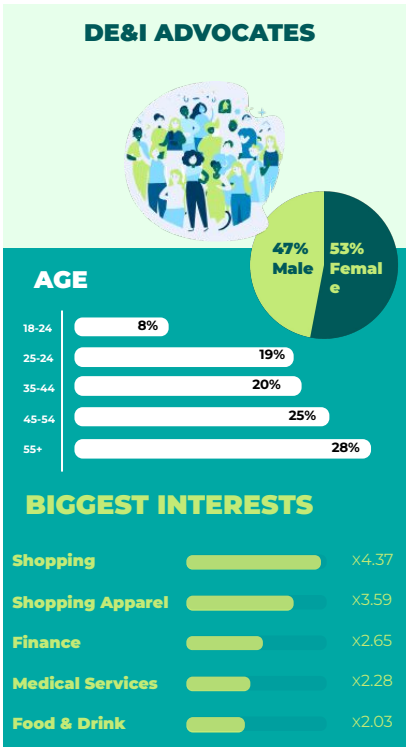
*Source: YOUNG&Rubicam



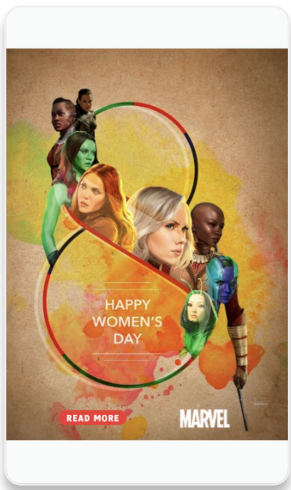
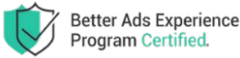
Engage with key audiences

Our solution goes beyond contextual and semantic targeting by leveraging our exclusive data to target personas, not people, future-proofing your campaigns and reaching your objectives.

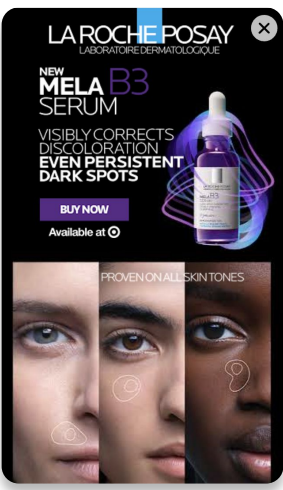
EXAMPLES OF PERSONAS



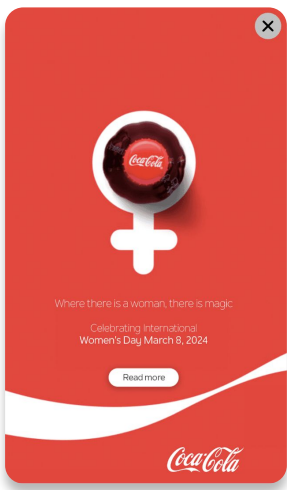
Capture more attention with Ogury’s highly visible formats



See this demo on your phone



See this demo on your phone



See this demo on your phone

Available for all our mobile placements: Header, Footer, Full Screen, Thumbnail & Reveal

... and deliver performance above mobile industry benchmarks

3x

Above average performance on **Attention**

As measured by Lumen

79%

Average **VCR**

2-4%

Average **CTR**

>93%

Average **Viewability**

As measured by DV, IAS

>95%

Brand **Safety**

<1%

Invalid **Traffic**

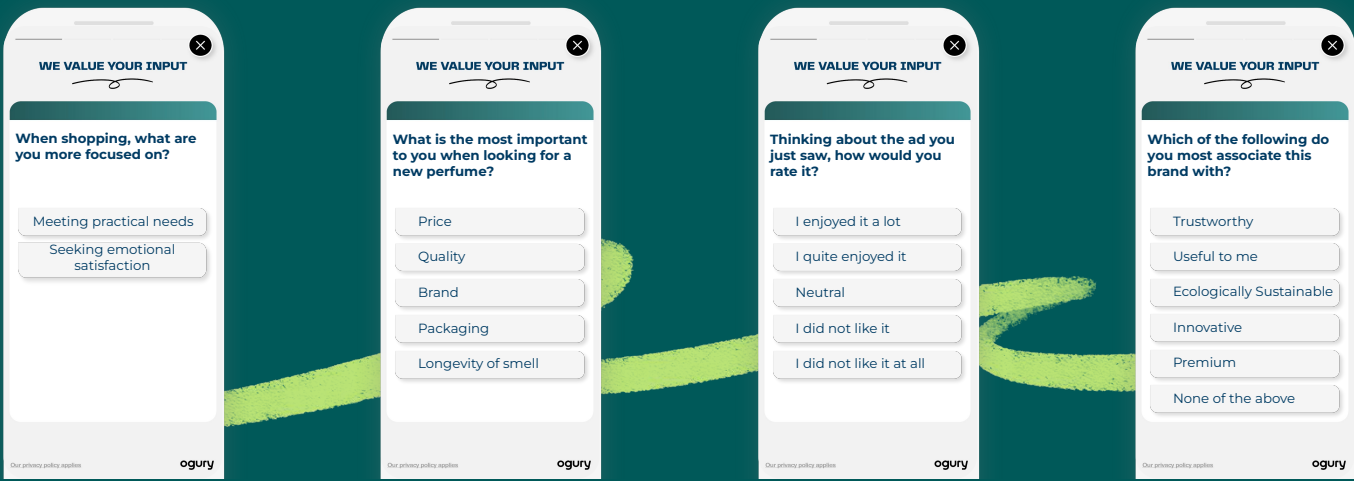
Reach your target audience in the most relevant environments

Display your campaigns in premium and brand-safe environments.



Added value for your campaign with our campaign insights surveys

Get **essential insights** on top of your campaign booking (added value based on campaign threshold). Our surveys target your audience close-up during your campaign on their mobile devices to get valid and unbiased results.



MINDSET

Discovering the consumer buying mindset

PURCHASE DRIVER

Discovering purchase triggers for your brand & products

AD & BRAND PERCEPTION

Discovering ad effectiveness & brand perception of consumers

OGURY BRAND INDEX

Discover how your brand performs against your key competitors

Maximize your quarterly budgets with an Ogury Seasonal Package

Bronze

- ✓ Activate Personas to reach shoppers

Silver

- ✓ Activate Personas to reach shoppers
- ✓ Our in-house design team will build your creatives
- ✓ Post-Campaign Persona Report

Gold

- ✓ Activate Personas to reach shoppers
- ✓ Our in-house design team will build your creatives
- ✓ Post-Campaign Persona Report
- ✓ Campaign Insights Survey

To book your campaign or for more information, get in touch with your Ogury sales rep.