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.
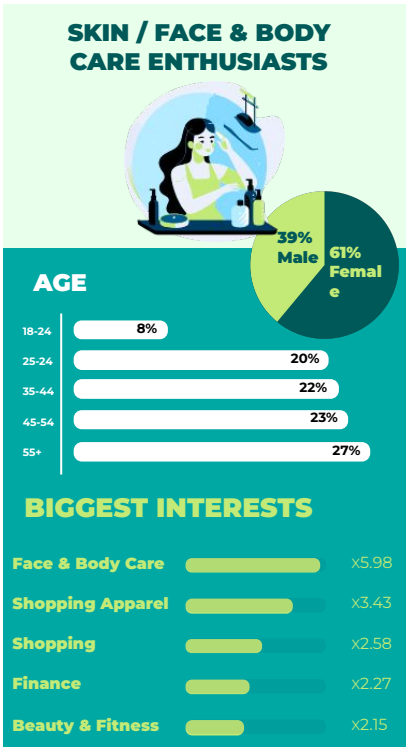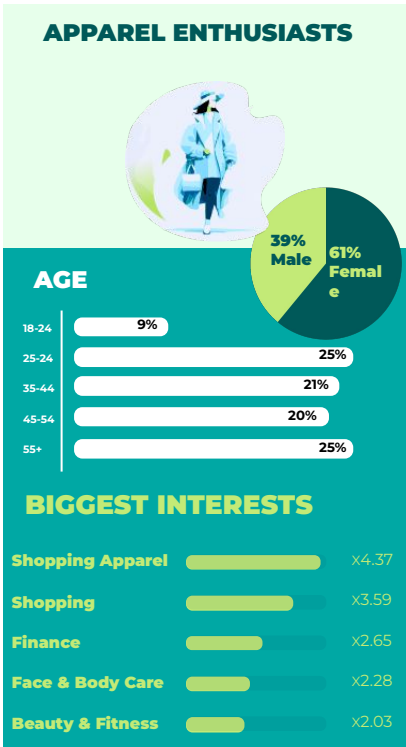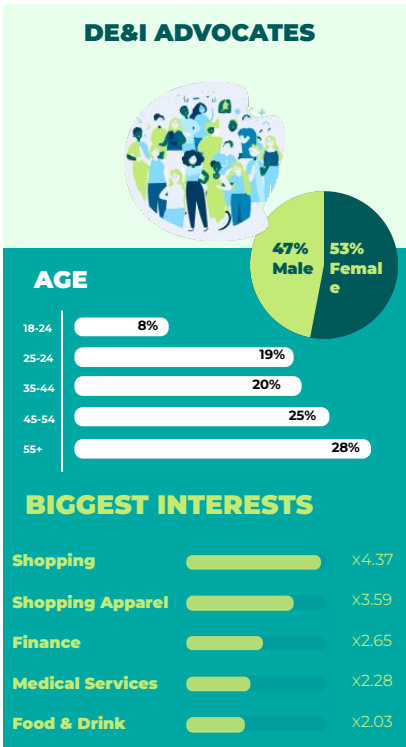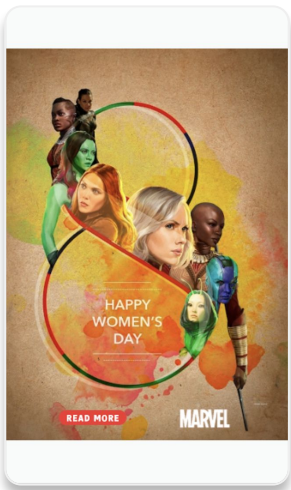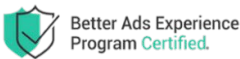
*Source: YOUGOV

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.
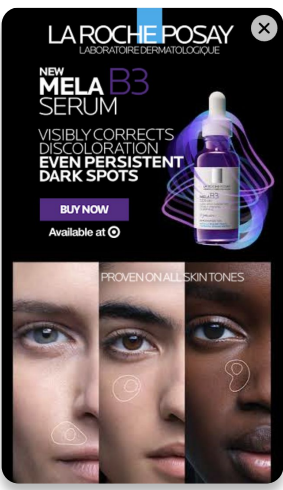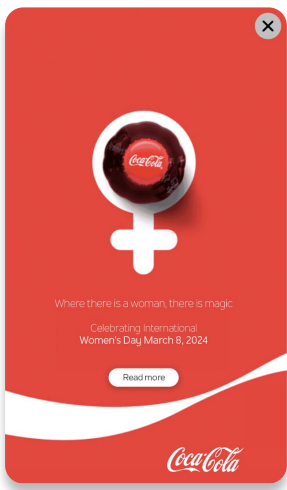
EXAMPLES OF PERSONAS

DE&I ADVOCATES

47% Male / 53% Female

AGE

18-24	8%
25-24	19%
35-44	20%
45-54	25%
55+	28%

BIGGEST INTERESTS

Shopping	x4.37
Shopping Apparel	x3.59
Finance	x2.65
Medical Services	x2.28
Food & Drink	x2.03

APPAREL ENTHUSIASTS

39% Male / 61% Female

AGE

18-24	9%
25-24	25%
35-44	21%
45-54	20%
55+	25%

BIGGEST INTERESTS

Shopping Apparel	x4.37
Shopping	x3.59
Finance	x2.65
Face & Body Care	x2.28
Beauty & Fitness	x2.03

SKIN / FACE & BODY CARE ENTHUSIASTS

39% Male / 61% Female

AGE

18-24	8%
25-24	20%
35-44	22%
45-54	23%
55+	27%

BIGGEST INTERESTS

Face & Body Care	x5.98
Shopping Apparel	x3.43
Shopping	x2.58
Finance	x2.27
Beauty & Fitness	x2.15

Capture more attention with Ogury's highly visible formats

Better Ads Experience Program Certified.

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

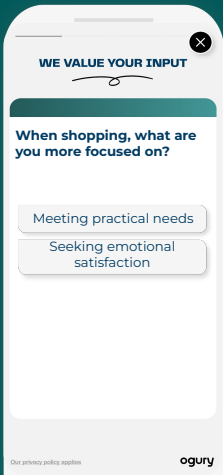| **3x**	**79%**	**2-4%**	**>93%**	**>95%**	**<1%**
Above average performance on **Attention**	Average **VCR**	Average **CTR**	Average **Viewability**	Brand Safety	Invalid Traffic

As measured by Lumen

As measured by DV, IAS

Reach your target audience in the most relevant environments

Display your campaigns in premium and brand-safe environments.

Le Monde CONDÉ NAST BUSINESS INSIDER CNN FUTURE marie claire

BÖRSE ONLINE sky news billboard The Guardian DAILY BEAST WARNER BROS. DISCOVERY

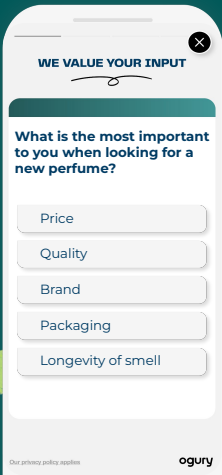EL PAÍS SLATE madame FIGARO·jp HEARST

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.
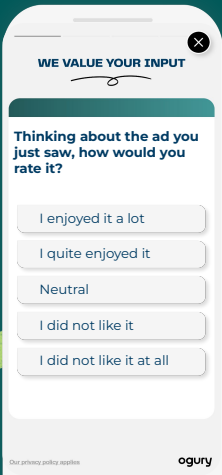
WE VALUE YOUR INPUT

When shopping, what are you more focused on?

- Meeting practical needs
- Seeking emotional satisfaction

Our privacy policy applies ogury

WE VALUE YOUR INPUT

What is the most important to you when looking for a new perfume?

- Price
- Quality
- Brand
- Packaging
- Longevity of smell

Our privacy policy applies ogury

WE VALUE YOUR INPUT

Thinking about the ad you just saw, how would you rate it?

- I enjoyed it a lot
- I quite enjoyed it
- Neutral
- I did not like it
- I did not like it at all

Our privacy policy applies ogury

WE VALUE YOUR INPUT

Which of the following do you most associate this brand with?

- Trustworthy
- Useful to me
- Ecologically Sustainable
- Innovative
- Premium
- None of the above

Our privacy policy applies ogury

MINDSET
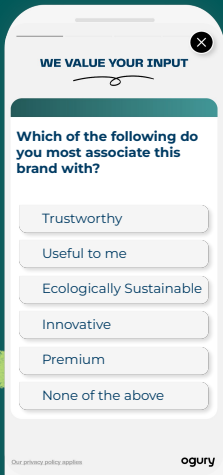Discovering the consumer buying mindset

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

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

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

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