

 **Outbrain** | AMPLIFY

Turn Brand Stories
into Brand Results



Outbrain Amplify

Who does Outbrain Reach

Network of Premium Publisher Network (MSN ZA, Guardian, Telegraph, CNN, Sky, Media24, Condenast, Time Inc, Hearst,...):

- ▶ 275 Billion Monthly Recommendations Worldwide
- ▶ 1.2 Billion Global Monthly Unique Visitors
- ▶ 75% SA Reach Across Mobile

What KPI's does Outbrain Deliver

Full Funnel KPI's

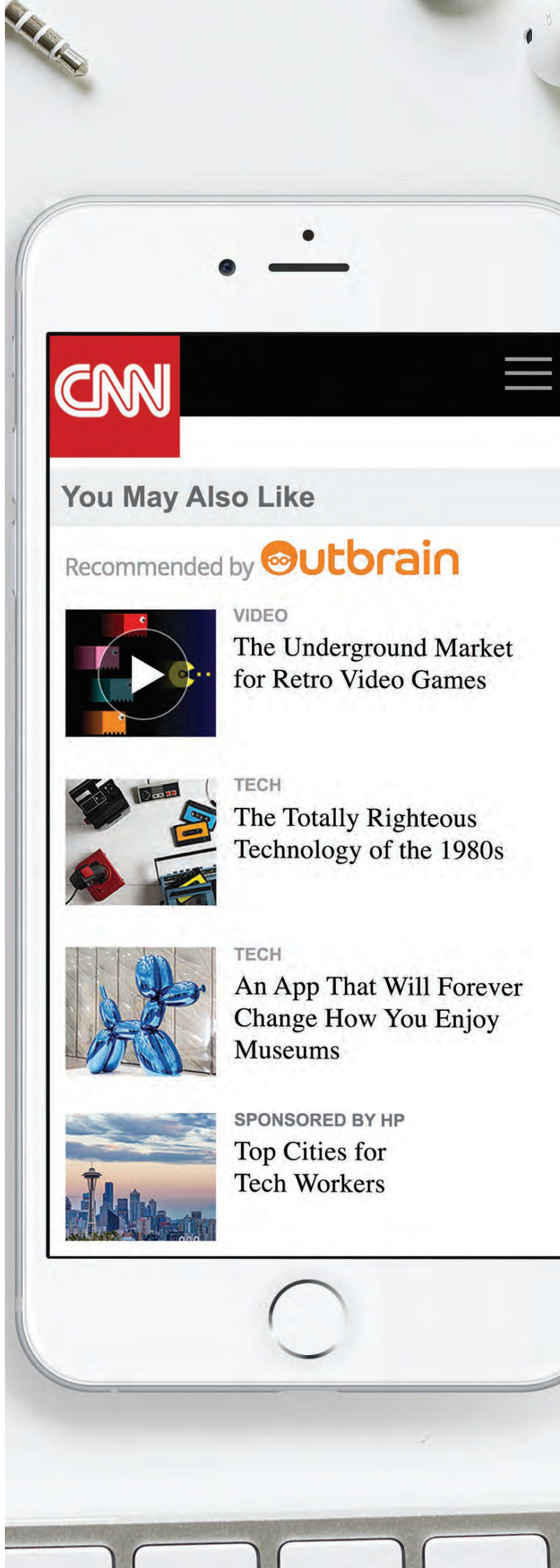
- ▶ Traffic
- ▶ Engagement
- ▶ Conversion
- ▶ App Installs
- ▶ Video Views

Format

- ▶ Native Discovery
- ▶ Native In-Feed
- ▶ Native Video (Click-to-Play)

Pricing

- ▶ Managed Service - Biddable CPC
- ▶ Typically R4-R5 CPM
CPM Rates available (R40)



Outbrain Amplify for Mobile

Turn Brand Stories into Brand Results:



Custom Audiences

With the Outbrain Custom Audiences pixel, you can retarget audiences who have visited your website.



1st and 3rd Party Data Targeting

Target DMP, CRM or 3rd party audience segments and ensure your content campaigns are seen by your most qualified and valuable audiences.



Sequential Content Retargeting

Set the order of content pieces to tell your brand's story, generate awareness, brand lift or drive actions.



OS & In-App Targeting

Targeting controls allow you to target by mobile operating system and target or exclude in-app inventory.



Lookalike Audience

Reach new people who share common interests with your customers or converters. Outbrain is the only platform that models lookalikes from genuine interest expression.



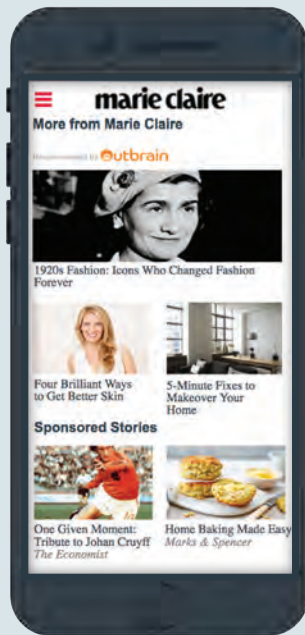
Interest Targeting

Reach your most valuable customers and prospects by targeting based on the topics they care about most. Drive campaign performance and increase efficiency by selecting specific interest categories.

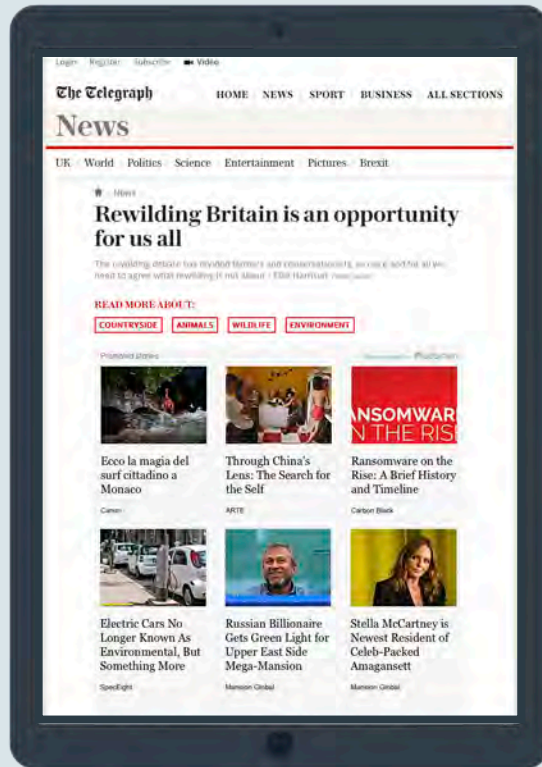


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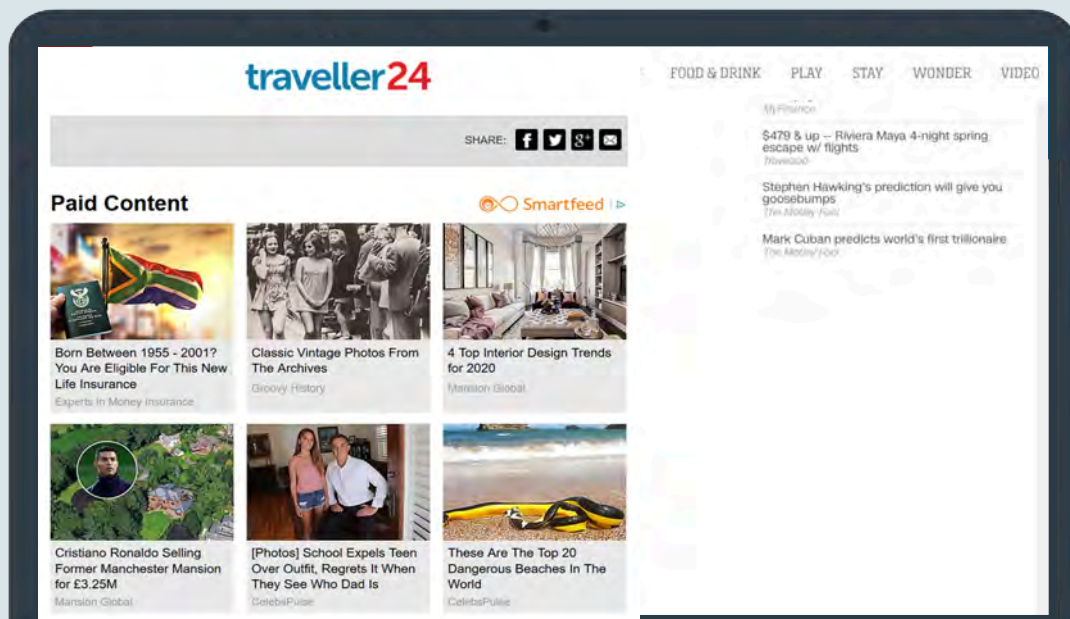
Across all Formats and Devices



MOBILE / DISCOVERY



TABLET / PREMIUM IN-FEED



DESKTOP / VIDEO



Outbrain Amplify

Discovery: Best Practices & Insights

Set the Right Goals for Your Content

GOAL	WHAT IT DOES FOR YOU	METRICS TO TRACK
TRAFFIC	<ul style="list-style-type: none">▶ Contributes to display ad impressions▶ Increase video views▶ Improves site metrics (comScore, etc.)▶ Creates brand awareness & brand lift	<ul style="list-style-type: none">▶ Clicks (or CTR)▶ Unique Visitors (reach)▶ Pageviews▶ Video starts▶ Brand equity research
ENGAGEMENT	<ul style="list-style-type: none">▶ Builds readership/audience▶ Builds brand loyalty	<ul style="list-style-type: none">▶ Pageviews per session▶ Social shares & Likes▶ Time on site▶ Bounce rate▶ Return Visits
CONVERSION	<ul style="list-style-type: none">▶ Acquires new customers▶ free trial sign ups▶ blog subscribers▶ newsletter sign ups▶ ebook downloads	<ul style="list-style-type: none">▶ Conversion Rate▶ Cost per Acquisition▶ Leads▶ Sales▶ ROI

Headlines Matter

Here is a Quick Look at Findings from our Data Analysis


- ▶ When used in a headline, the words “photo” and “who” increase CTR, whereas the words “easy,” “how to,” “credit,” “cure,” “magic,” and “free” decrease CTR.
- ▶ Making references to the reader by using the words “you” or “you’re” in the headlines decreases CTR.
- ▶ Including positive superlatives (“best,” “always”) in headlines decreases CTR.
- ▶ Headlines generate the highest level of engagement at moderate lengths (81-200 characters).
- ▶ Bracketed clarifications, which are clarifications of the type of content represented by the headline - e.g. [Infographic], increase CTR when included in headlines.
- ▶ When used in the headline, the words “simple,” “tip,” “trick,” “amazing,” and “secret” decrease CTR.
- ▶ Using words that convey a sense of urgency (e.g. “need,” “now”) in the headline decreases CTR.



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Images Best Practices

Maximum 25 MB



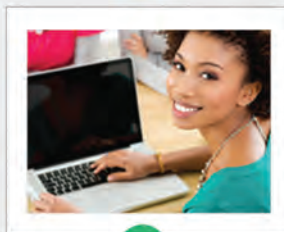
1200 px

800 px

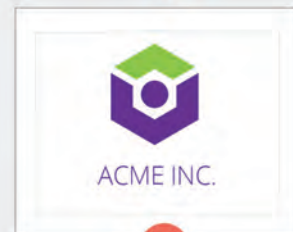
Recommended Size:
Rectangular 1200 px x 800 px (minimum size 400 px x 260 px).



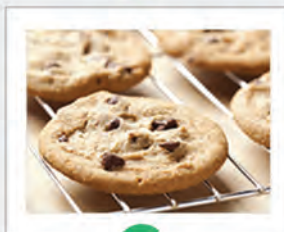
Relevant lifestyle photographs work better than ClipArt style images.



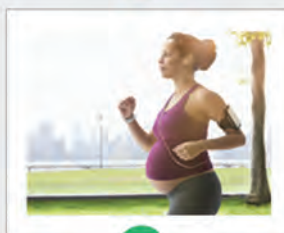
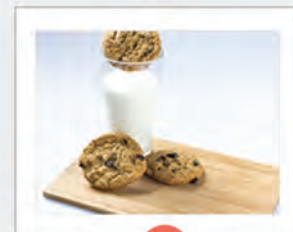
Photographs work better than images with text overlay or logos.



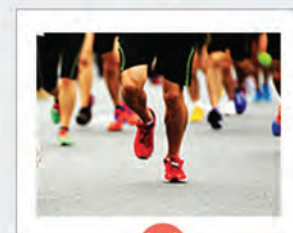
Close-up pictures of people's faces work better than action shots.



Close up photographs work better than vague cluttered images.



Use an image of your target audience that matches the content.



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Outbrain Drives 36% Higher Average Order Value

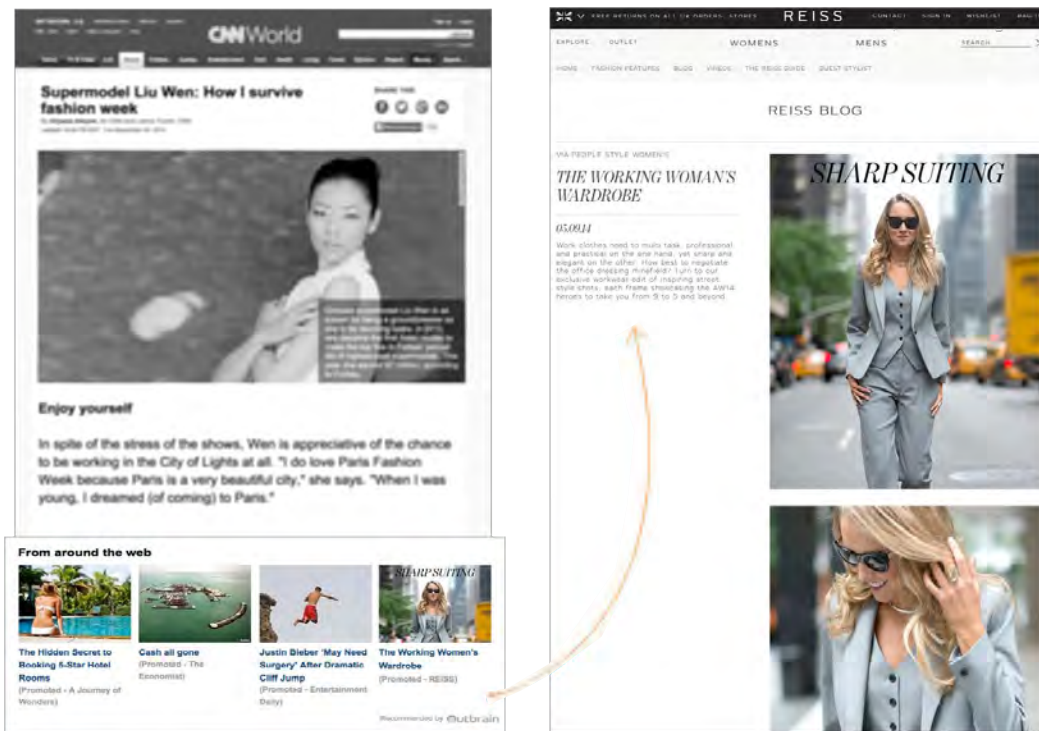
REISS

Goal

Working closely with their digital media-buying agency Threepipe, Reiss wanted to drive traffic to its high impact blog pages. It was also keen to test and determine whether users that were driven to content rich pages would convert to purchasing.

Results

Reiss uses Outbrain to drive high-value interaction and sales. Outbrain outperformed all other platforms in driving customers that converted to highvalue sales. Content that performed particularly well combined timely trends with recommendations on what to wear.



+36%
Higher average
order value*



66 MM+
Impressions served



87 K+
Clicks to blog

* Compared to display media. Data pulled over a 7 month period (March to September 2014)



Outbrain Amplify

Outbrain Uses Car Reviews to Increase Retargeting Conversion Rate by 48%

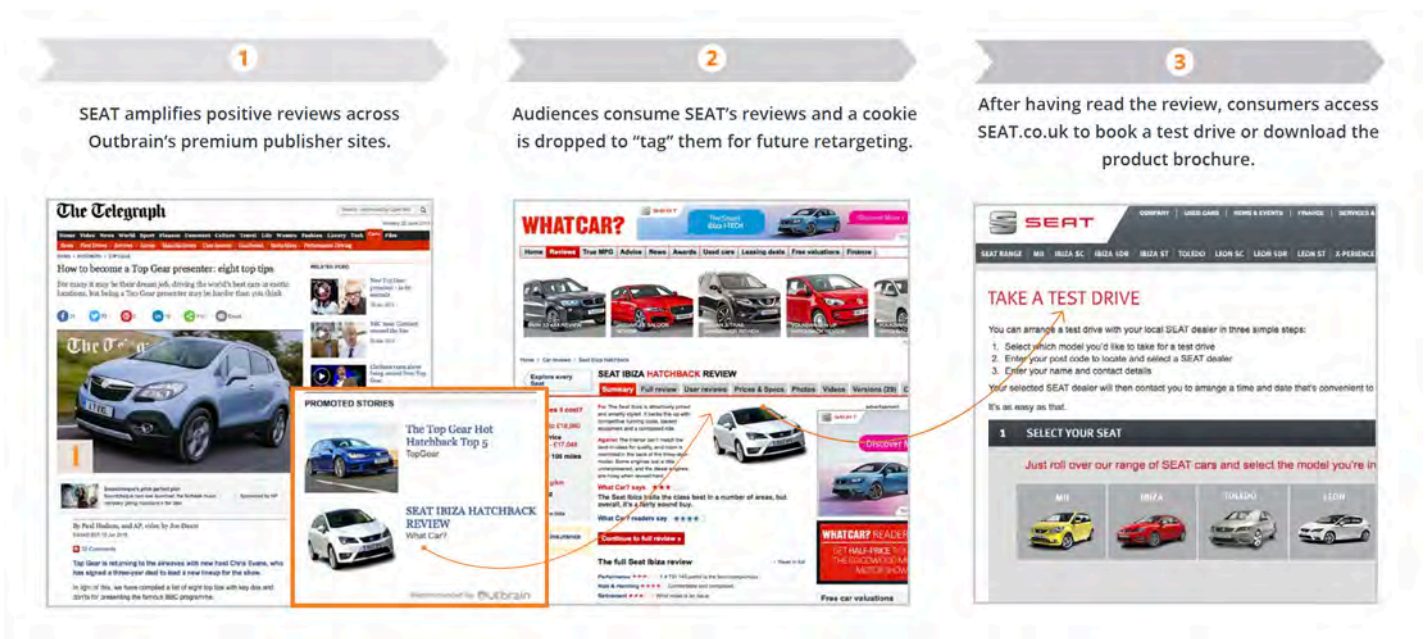


Goal

SEAT wanted to build awareness around three of its flagship models, drive traffic to its website and encourage visits of both the test drive booking page and the brochure download page.

Results

By amplifying third party positive car reviews as content recommendations on UK publisher sites, Outbrain delivered a 48% better conversion rate against visits to test drive bookings and brochure downloads pages compared to post site banner retargeting.



+48%

Better conversion rate than standard visitor retargeting



1,400

Conversions in a month



£14

Cost per lead*

* Outbrain's cost. Display retargeting of visitors to seat.co.uk



Outbrain Amplify

Outbrain Achieves -50% Lower CPE than Other Paid Media

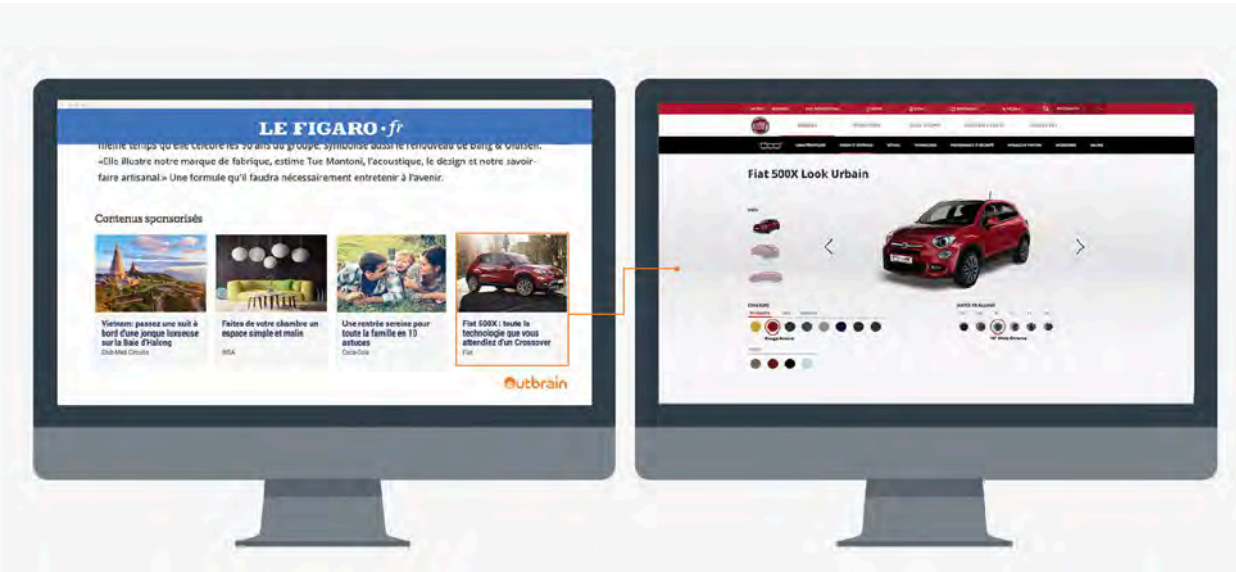


Goal

In France, Fiat drove a self-selecting audience to their car configurator pages with a call-to-action. The KPI was to have users complete their unique car design and specification using the tool - to emulate a 'show room' experience. Outbrain was used alongside other digital channels to target relevant audiences.

Results

Outbrain outperformed any other paid media, as the number one source of traffic. In total, 80% of interactions with the car configurator came from Outbrain, though it only made up 50% of the media budget. Outbrain achieved -50% lower CPC & CPE (Cost per Engagement) compare to the other paid media.



1ST

Outbrain is the number one source of traffic VS. any other paid media



-50%

CPC & CPE (Cost per Engagement) Outbrain VS. any other paid media



80%

Of interactions with the car configurator came from Outbrain, versus on 50% of the campaigns media budget



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Outbrain Achieves a 0.82% Click to Conversion Rate

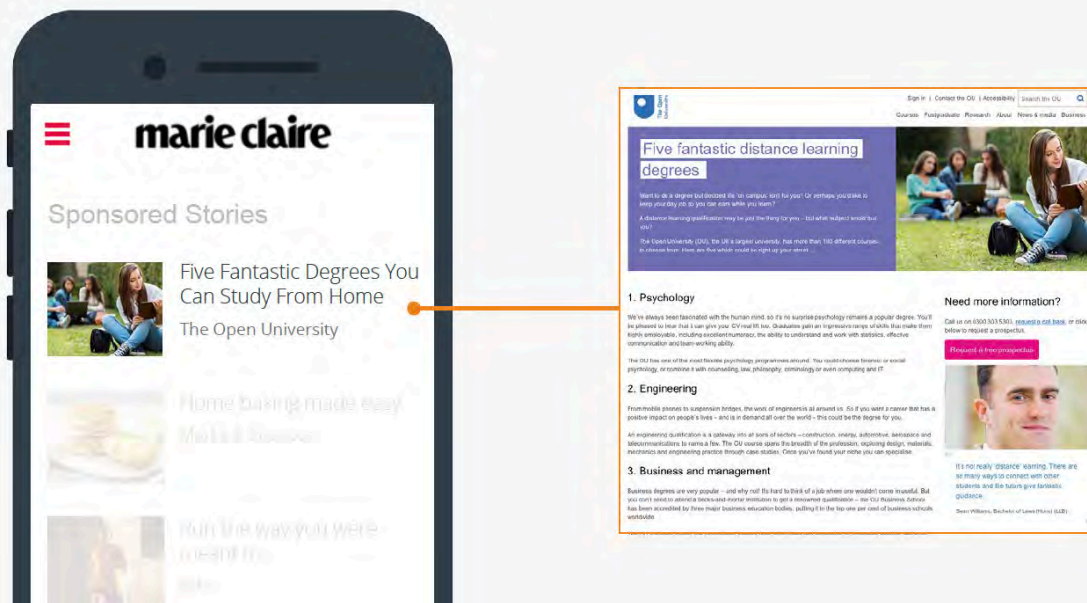


Goal

The Open University utilised Outbrain to seed their editorial-style content in relevant premium environments. The content detailed the campaign's KPI; a call-to-action for lead generation. The targets were set CPA goals for Outbrain to demonstrate their value as an acquisition partner.

Results

Using their KPI Optimisation Product, Outbrain optimised towards engaged audiences to achieve a 0.82% click to conversion rate and achieve 3 x more downloads than their target - and a 68% lower CPA.



3x
More downloads
than target



68%
Lower CPA




0.82%
Click to conversion



Outbrain Amplify

Technical Specs: Native In-Feed, Native Discovery and Video



1200px

800px

Car Insurance: What You Need To Know Before the Summer

Image

- › 1200px X 800px
- › 400px X 260px min.
- › 1MB max.

Title

- › 40 letters (recommended)
- › Maximum 60

Brand

- › Up to 25 letters

Video File (For Native Video)

- › Link to an MP4 file
- › Link to an MP4 file + Standard Video Trackers as defined below
- › VAST
- › VPAID

Optional

- › Click Trackers
- › CTA – User clicks on a Video and is taken to the Landing Page/ Image Thumbnail which the User can click on (For Native Video)
- › Outbrain Pixel Integration (required for building Custom Audiences/ Lookalike Audiences, Optimising to Post-Click Engagement)
- › Any access to further information/analytics



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Publisher List - South Africa Sample List

Publisher Name
MSN South Africa (MSN Intl)
DailySun (24.com)
news24 (24.com)
sport24 (24.com)
channel24 (24.com)
CNN Edition (Turner International)
women24 (24.com)
CelebsPulse (PR AAA Media Beograd)
Northern & Shell_Express (Express Newspapers Ltd)
wheels24 (24.com)
Sky Sports (British Sky Broadcasting Ltd)
Sky News (British Sky Broadcasting Ltd)
Microsoft One Promo South Africa (Microsoft One Promo)
Ad-Maven
sport24 mobile (24.com)
MSN South Africa (PREMIUM Header Bidding)
channel24 mobile (24.com)
East Coast Radio (Kagiso Media SA)
Zamusic.org (Obi Stanley Chuka)
ESPN Cricinfo (ESPN)
Coolimba (Wazimo)
BBC.com/News
food24 (24.com)
Hiphopza.com (Ekene Onwughalu Chukwudozie)
The Primary Market (Wazimo)
BBC.com/Sport
parent24 (24.com)
watchcartoononline.io
biznews.com (Aurelius Media (Pty) Ltd)



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Publisher List

Publisher Name	Publisher Group	Category	Type
Activism	Activism	Affairs & Politics	Interest Site
Archant	Archant Community Media Ltd	News	Newspapers & Magazine
Autocar	Haymarket Media Group	Auto	Magazine
Autosport	Haymarket Media Group	Sports	Magazine
BBC Doctor Who	BBC Doctor Who	TV & Cinema	Lifestyle/Interest Site
BBC Good Food	BBC Good Food	Food & Cook	Lifestyle/Interest Site
BBC News	BBC News	News	News & Current Affairs
BBC Sport	BBC Sport	Sports	News & Current Affairs
Bike Radar	Immediate Media	Sports	Lifestyle/Interest Site
Bristol Titles	Immediate Media	Lifestyle & Fashion	Lifestyle/Interest Site
Campaignlive	Haymarket Media Group	Business	Magazine
CNN Edition	Turner International	News	News & Current Affairs
Cosmopolitan	Hearst UK	Lifestyle & Fashion	Magazine
Country Living	Hearst UK	Home & Design	Magazine
Cycling News	Immediate Media	Sports	Lifestyle/Interest Site
Daily Star	Northern & Shell (Express Newspapers Ltd)	Tabloid	News & Current Affairs
Digital Spy	Hearst UK	Celebrity & Showbiz	Millennial
Elle UK	Hearst UK	Lifestyle & Fashion	Magazine
ESPN UK	ESPN	Sports	News & Current Affairs
Esquire	Hearst UK	Lifestyle & Fashion	Magazine
Express	Northern & Shell (Express Newspapers Ltd)	Tabloid	News & Current Affairs
FileHippo	FileHippo	Tech & Science	Lifestyle/Interest Site
Football365	Sports411 media Ltd	Sports	Lifestyle/Interest Site
Forces TV	Forces TV	Affairs & Politics	News & Current Affairs
Forever Sports	Haymarket Media Group	Sports	Magazine
FourFourTwo	Haymarket Media Group	Sports	Magazine
Good Housekeeping	Hearst UK	Home & Design	Magazine
Guardian	Guardian News & Media Ltd	News	News & Current Affairs
Harper's Bazaar	Hearst UK	Lifestyle & Fashion	Magazine
Hello Magazine	Hello! Ltd	Celebrity & Showbiz	Magazine
Hello Magazine US	Hello! Ltd	Celebrity & Showbiz	Magazine
House Beautiful	Hearst UK	Home & Design	Magazine
Independent IE	Independent IE	News	News & Current Affairs



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Publisher List

Publisher Name	Publisher Group	Category	Type
Made for Mums	Immediate Media	Health & Wellbeing	Lifestyle/Interest Site
Management Today	Haymarket Media	Business	Magazine
Men's Health	Hearst UK	Health & Wellbeing	Magazine
MSN UK	MSN Intl	Portal	Web Portal
Net Doctor	Hearst UK	Health & Wellbeing	Lifestyle/Interest Site
New Scientist	New Scientist	Tech & Science	Magazine
Newsquest	Newsquest	News	National/Regional Papers
Ok Magazine	Northern & Shell (Express Newspapers Ltd)	Celebrity & Showbiz	Magazine (Web)
Olive Magazine	Immediate Media	Food & Cook	Magazine
PistonHeads	Haymarket Media Group	Auto	Lifestyle/Interest Site
Planet F1	Sports411 media Ltd	Sports	Lifestyle/Interest Site
Planet Football	Sports411 media Ltd	Sports	Lifestyle/Interest Site
Planet Rugby	Sports411 media Ltd	Sports	Magazine
Practical Caravan	Haymarket Media Group	Auto	Magazine
Practical Motorhome	Haymarket Media Group	Auto	Magazine
Prima	Hearst UK	Lifestyle & Fashion	Magazine
Radio Times	Immediate Media	TV & Cinema	Magazine
Red Online	Hearst UK	Lifestyle & Fashion	Magazine
Runner's World	Hearst UK	Health & Wellbeing	Magazine
Sky News	British Sky Broadcasting Ltd	News	News & Current Affairs
Sky Sports	British Sky Broadcasting Ltd	Sports	News & Current Affairs
Stuff	Haymarket Media Group	Tech & Science	Lifestyle/Interest Site
TEAMtalk	Sports411 media Ltd	Sports	Lifestyle/Interest Site
The Drum	The Drum	Business	Lifestyle/Interest Site
The Telegraph UK	Telegraph Media Group Ltd	News	News & Current Affairs
Time Out - UK	Time Out	Travel	Magazine
TWTD	TWTD Multimedia Ltd	Sports	Lifestyle/Interest Site
Unilad Ltd	Unilad Ltd	News (20s)	Millennial
Whatcar	Haymarket Media Group	Auto	Lifestyle/Interest Site
Whathifi	Haymarket Media Group	Tech & Science	Lifestyle/Interest Site
Women's Health	Hearst UK	Health & Wellbeing	Magazine
You & Your Wedding	Immediate Media	Lifestyle & Fashion	Magazine





NEW YORK • NETANYA • LONDON • PARIS • MUNICH • JOHANNESBURG
SAN FRANCISCO • LOS ANGELES • CHICAGO • WASHINGTON •
SINGAPORE SYDNEY • ATLANTA • SAO PAULO • MILAN • MADRID •
TOKYO

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