

Outbrain Increases Value for Brands Via TrenDemon Insights

Client Overview

Outbrain is a leading premium discovery platform, bringing personalized online, mobile, and video recommendations to audiences while helping publishers understand their audiences through data. Outbrain serves more than 275 billion personalized recommendations, reaching nearly one billion users every month across the globe. Some of the world's most recognized publishers utilize the Outbrain platform including CNN, ESPN, Meredith Corporation, Fox News, The Guardian, The Telegraph, New York Post, Sky News, TF1, Condé Nast, Bild, Orange, and L'Equipe.



The Challenge

As a content discovery channel, Outbrain's challenge is to measure and demonstrate the value of the traffic it provides to advertisers. Because Outbrain affects different parts in the customer journey, it was hard to see the true impact of the traffic across multiple sessions.

Outbrain was looking for a way to make their value as not just a promotion channel, but also as a trusted partner apparent to their clients, and to help their partners grow using in-depth and actionable data across multiple touchpoints.

From clear performance goals like user acquisition or purchase, to engagement goals like return visits and brand awareness, Outbrain simply needed more insight.

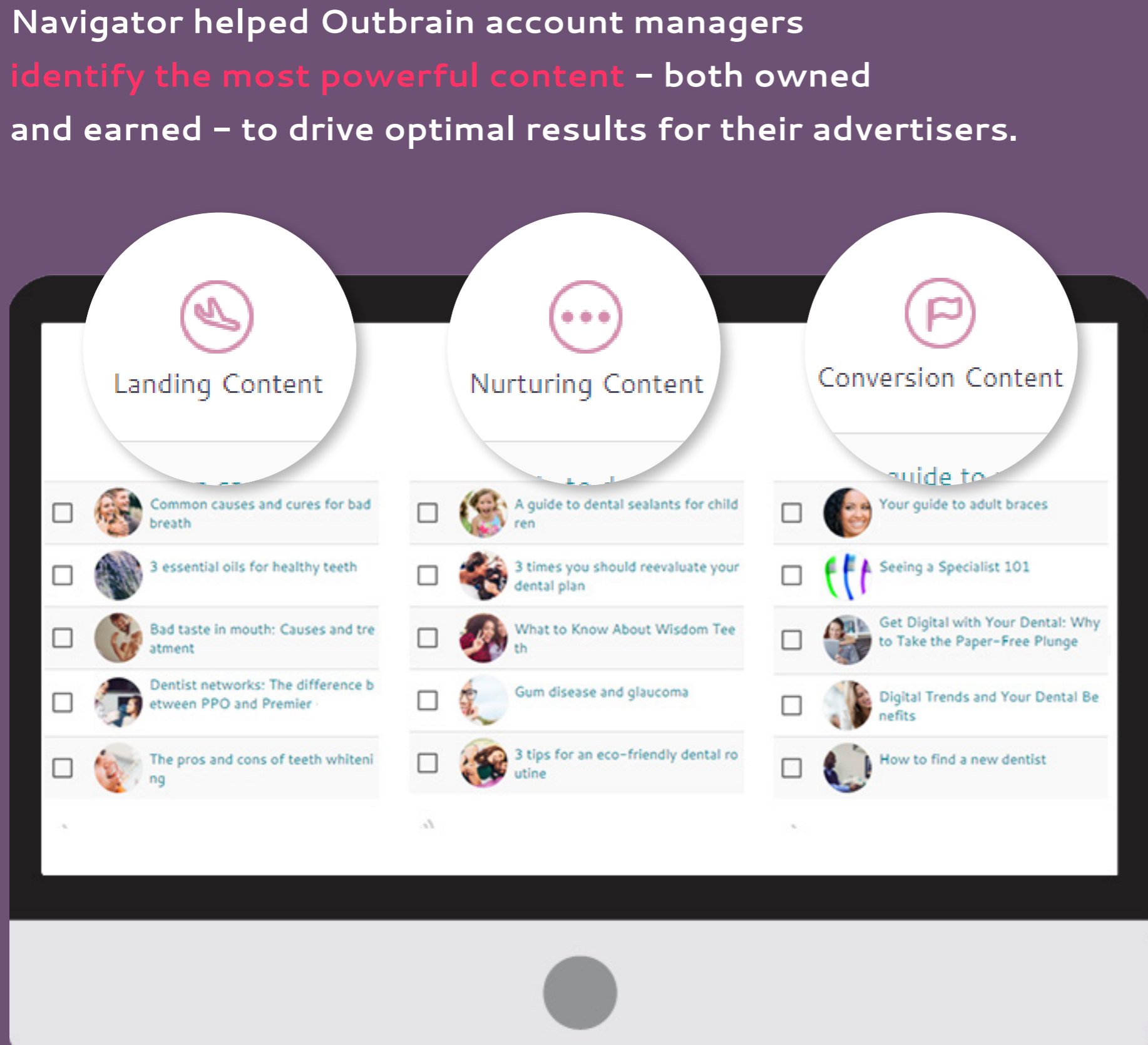
By demonstrating the long-term ROI to advertisers, Outbrain could increase customer retention and budgets.

The Action

Outbrain partnered with TrenDemon and managed optimizations through TrenDemon's agency dashboard. This allowed their account managers to optimize according to the extra data visible via TrenDemon's reports.

A major part of Outbrain's arsenal was TrenDemon's Navigator. This powerful tool helped advertisers understand what content was most effective for every stage of the funnel, and what channel was most effective for promoting that content.

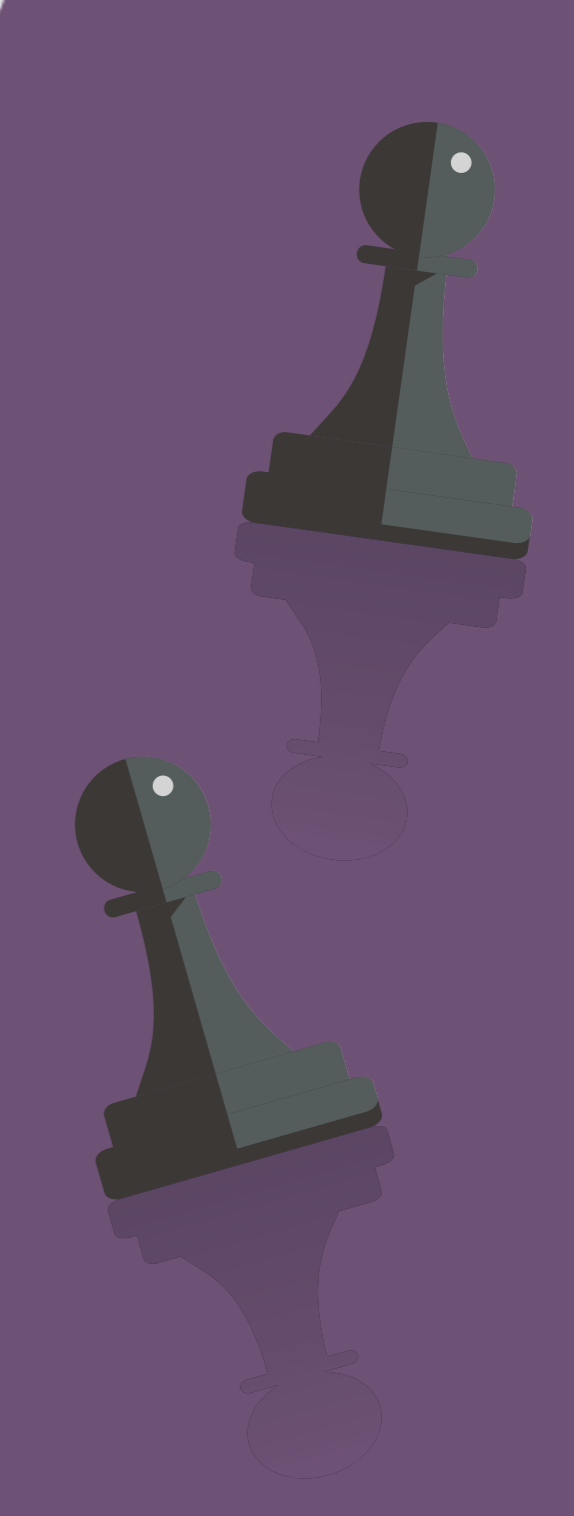
Navigator helped Outbrain account managers identify the most powerful content – both owned and earned – to drive optimal results for their advertisers.



Navigator was just the tip of the iceberg. The Search Uplift Report demonstrates the impact of paid campaigns on returning visitors via organic search. Using this report, account managers

proved the impact of Outbrain as a paid traffic source that drives return visits.

Outbrain also utilized TrenDemon's unique Read Ratio Report, which illustrates the engagement level of visitors by determining how many of them viewed and read a given article – something that was not possible before. These statistics showed that Outbrain's Read Ratio was higher than that of other sources, **signifying to brands that users arriving at the content through Outbrain were more engaged** and relevant than other sources.



The Results

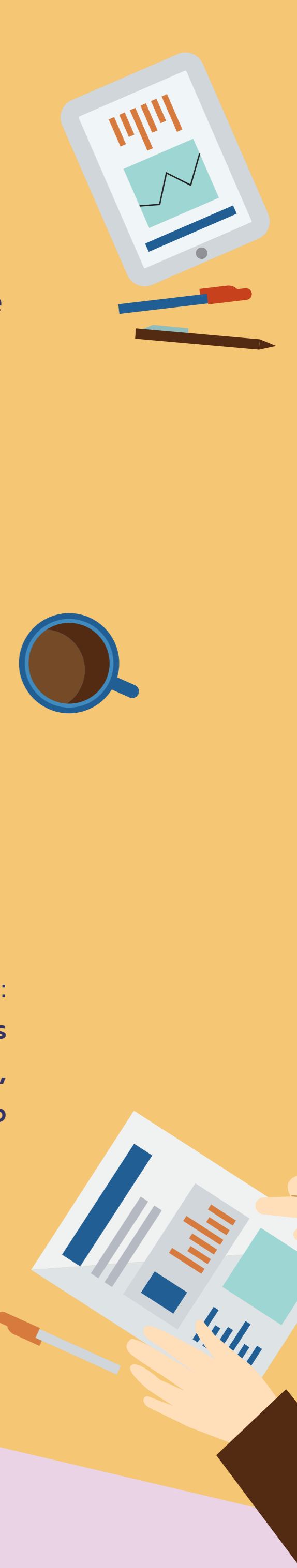
Visibility into the entire user journey allowed Outbrain to understand the impact of specific content pieces for every stage of the funnel, and to promote content in a way that aligns with those stages.

By turning TrenDemon's insights into actions, the team at Outbrain **now had concrete data about the type of content that led to engagement, as well as the best sequence of content to ensure conversions.**

This cemented the value of investing in them as a source over time.

Clients were also able to use these insights beyond Outbrain, and put it into practice in all of their promotional efforts, establishing Outbrain as more than just a traffic source – but a trusted advisor to their advertising partners.

As Hiroshi Shimase, Managing Director at Outbrain Japan K.K. said: **"TrenDemon enabled us to get the information that gives brands a clear picture of our value as a traffic source, and helps them understand what they need to do next to improve even more."**



About TrenDemon

TrenDemon's industry-leading solution enables marketers to analyze and increase the impact of content with a technology that is easy to implement and use, but which delivers powerful results. TrenDemon is trusted by top companies around the world, from Fortune 500 to early stage startups. To discover the value of your content and how we can take it to a higher level, arrange a no-commitment demo today.

[Schedule a Demo](#)