

CASE STUDY

LikeltMedia's Successful Partnership with Outbrain Direct Response

[LikeltMedia](#) is a German native performance agency that uses creative, data-driven native campaigns to maximize clients' digital reach and conversion rates in global markets.

Campaign Objective.

LikeltMedia has been a trusted partner of Outbrain Direct Response (ODR), working closely to scale campaigns in the e-commerce vertical with a daily spend of five figures. Actively seeking opportunities for business expansion, LikeltMedia engaged with ODR's partnerships team, who transformed their goals into a tailored, profit-driven strategy designed to maximize growth and results.

Approach.

The collaboration centered on three strategies. First, the partnerships team shared key metrics and insights to guide LikeltMedia's offer selection. Next, they introduced a major e-commerce manufacturer, securing better payouts and top-performing offers. Lastly, both teams built a long-term partnership to enable sustainable scaling and ongoing growth.

Results

LikeltMedia quickly transformed initial testing into a profitable campaign, scaling daily ad spend to over \$7,000 within just 10 days of launch. Over the campaign period, the team generated more than 5,200 conversions while maintaining a strong ROI throughout. At peak performance, the campaign reached a 90% profit margin in a single day.

\$115KMonthly max
campaign
spend**\$7K+**Daily ad spend
for offer**5K+**

Total sales

"Working with ODR's Partnership team was exceptionally smooth and professional. Their ability to match us with the right offer and provide ongoing support throughout the campaign lifecycle was invaluable. The collaboration felt like a true partnership with open communication and shared commitment to achieving outstanding results. We look forward to continuing this successful relationship and exploring additional opportunities together."

Niklas List, Co-founder, LikeltMedia