

How UBI Banca generated quality leads using Outbrain Discovery



Objectives

- To generate high quality leads

Products

- Outbrain Amplify

Overview

UBI Banca, a union of Italian banks, is a prestigious banking group with multi-regional coverage. It has around 1,441 branches in Italy and a significant presence in the most dynamic regions of central and south Italy. The group offers several financial products targeted towards customer needs like: UBI Mortgage, UBI Current Account and UBI Rent (Car Rental Service). UBI Banca collaborated with Outbrain to generate qualified leads, including those interested in taking a mortgage (UBI mortgage) with a higher chance of conversion. Using Outbrain's targeting capabilities, UBI Banca reached a targeted audience within the Outbrain premium network, displayed information on the benefits of its services and allowed users to be able to leave their contact details.

Outbrain generated more clicks and leads compared to social campaigns, thus showing that a targeted audience, while in discovery mode, can bring in impressive results!

Results

Outbrain proved to be a very strategic lead generation channel for UBI Banca. In a short time, the banking group was able to generate many high value leads. Due to the huge number of requests received, the company also had to increase their sales team in order to cope with the rise in number of requests. Also, thanks to the optimisation of their KPIs, the campaign was pushed towards the most successful publishers, thus reducing the CPL by 11.75%. Following the huge success of the campaign, UBI Banca decided to continue working with Outbrain and promote the rest of its portfolio.

1.26%

Conversion rate

-11.75%

Reduction in CPL

