

CASE STUDY

Garmin used Outbrain to build a qualified & engaged audience



OBJECTIVES

- Qualified Traffic
- New Users
- 60s Dwell Times

PRODUCT

- Amplify

OVERVIEW

Garmin is one of the world's leading providers of navigation solutions and also develops high-quality products for the automotive, aerospace, marine, outdoor and sports industries. With its Wearables division, which includes fitness trackers and Smartwatches, Garmin encourages its customers to become better every day and achieve more, going with the motto: #BeatYesterday.

Garmin partnered with Outbrain, the leading native discovery platform, to drive awareness and build a qualified and engaged audience for its branded content portal, BeatYesterday.org. The site encourages users to have an active lifestyle and offers articles on nutrition, new sports trends and fitness exercises, and plays a central role to Garmin's content strategy. Garmin's key campaign objective was to reach new users, reduce bounce rates and increase dwell time to up to 60 seconds. By using Outbrain's premium publisher network, Garmin was able to target 86% of the advertising-relevant group*, and drive back to their site highly qualified and engaged new users, of which 35% hit the dwell time goal.

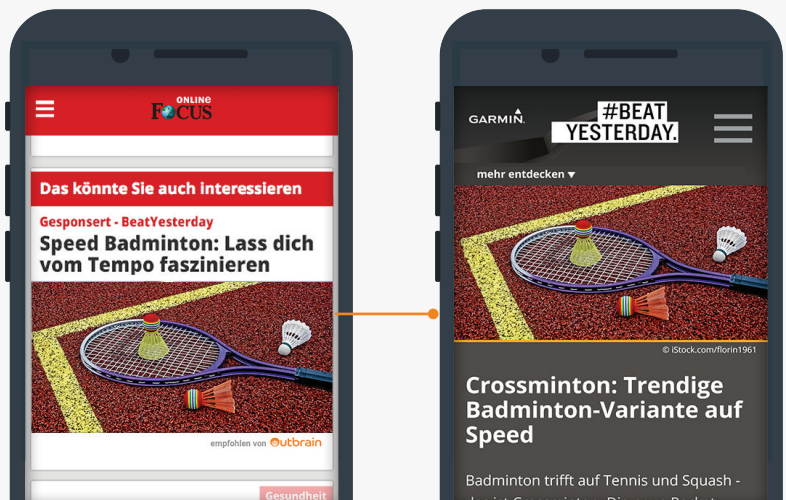
RESULTS

235K

New Users

35%

of users with over 60s Dwell Time



EXPERIENCE

"We are very satisfied with Outbrain's traffic and its targeting of users. The high commitment values show that Outbrain targets the right users who are enthusiastic about our sports and lifestyle topics. The attention-grabbing formats also showcase our content in the right light and raise awareness of Garmin."

ROBIN KOCH, ONLINE MARKETING MANAGER, GARMIN

*86.4% of the advertising-relevant target group: Unique users between 14-49 years old (AGOF digital facts, Dec. 2017)



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