

Findus uses Story Sequencing to build a qualified and engaged audience for their recipe content



Objectives

- Awareness
- Engagement
- Dwell-time
- Repeat Visits

Solutions

- Outbrain Amplify
- Story sequencing

Overview

Family favourite for over 60 years, [Findus](#) have provided healthy, natural and freshly frozen food for generations. Findus has come to revolutionise the market with a series of products that are now considered household essentials.

Findus partnered with Outbrain, the world's largest Discovery platform, to drive awareness for their full range of frozen foods through a recipe-led content strategy. Using Outbrain Amplify and advanced targeting tools such as Story Sequencing, Findus was able to build a new and engaged audience for their recipe content.

Results

Outbrain proved to be a leading channel for Findus, allowing them to build awareness around the versatility of their products through recipes and reaching approx **400k users**. Outbrain's Story Sequencing retargeting solution allowed Findus to re-engage with users that had previously shown interest in their content, offering new recipes and thus delivering a **CTR 6 times higher** on the second content sequence. Through Outbrain, Findus reached and engage a qualified audience who spent a substantially longer time on site, recording an **average of 53 seconds per visit**. In addition, 52% of users went on to visit more than one page on the site.

400k

Users reached through recipes

53 sec.

average time spent on site

x6

Higher CTR using second sequence of content

