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

**Objectives**
- Awareness
- Engagement
- Dwell-time
- Repeat Visits

**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.

- **Objectives**
  - Awareness
  - Engagement
  - Dwell-time
  - Repeat Visits

- **Solutions**
  - Outbrain Amplify
  - Story sequencing

- **Results**
  - **400k** Users reached through recipes
  - **53 sec.** average time spent on site
  - **x6** Higher CTR using second sequence of content