

## OUTBRAIN - BRAND LIFT STUDY

# Velasca increased brand awareness by 17% with Outbrain Discovery

### Objective:

Brand Awareness

### Results:

Brand Lift

Engagement

### Products:

Outbrain Amplify

Story Sequencing

## Overview

**Velasca** is an Italian handmade footwear brand that offers high quality products at an affordable price. They partnered with Outbrain, the leading premium content recommendation platform to reach more qualified users and ultimately increase sales and subscriptions. In partnership with both Outbrain and Nielsen, a brand uplift survey was employed to measure KPIs such as: awareness, consideration, recommendation and intention to buy.

## How it works

### Step #1

Velasca partnered with content recommendation platform Outbrain to promote their e-commerce site across a network of premium publishers and drive qualified users to their content.

### Step #2

Outbrain created two user groups - one which had been exposed to the Velasca content and one which had not. In partnership with Nielsen, both groups were targeted with a brand uplift survey using Outbrain's Story Sequencing retargeting tool.

### Step #3

Nielsen analysed and validated the survey responses. Results concluded that users exposed to the Velasca content showed a considerable increase in Brand Awareness, consideration and intent to purchase.

## Results (exposed vs. non-exposed group)



Do users recognize Velasca compared to its competitors?

**+17%**  
**Awareness**

The likelihood of users buying a pair of Velasca shoes in the future

**+12%**  
**Intention to Buy**

Do users positively rate Velasca's products?

**+16%**  
**Favourability**

Would users recommend Velasca's products?

**+16%**  
**Recommendation**

### Experience:

"We are very satisfied with the results of Outbrain's Discovery campaigns and the brand lift study has only re-confirmed our belief that collaborating with Outbrain is central to our digital media planning."

**Paola Parolo**

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