



Reach Your Goals!

With Interest Targeting During the 2018 FIFA World Cup

The FIFA World Cup draws massive audience reach:

During the last event in 2014, 3.2 billion viewers tuned in — 695 million alone to watch the final match.¹



This is the perfect opportunity to extend *your* audience reach, discovering World Cup fans (and potential new customers) using our newest feature, **Interest Targeting**.

Tap into Outbrain's proprietary Interest Graph for the first time ever, driving lower CPAs, higher CVRs, and increases in ROAS.²

Reach your native advertising goals and World Cup fans around the world — the fans most interested in you and your brand — in their moments of discovery.

Outbrain Interest Targeting



Premium Reach to highly-qualified readers most interested in your brand.



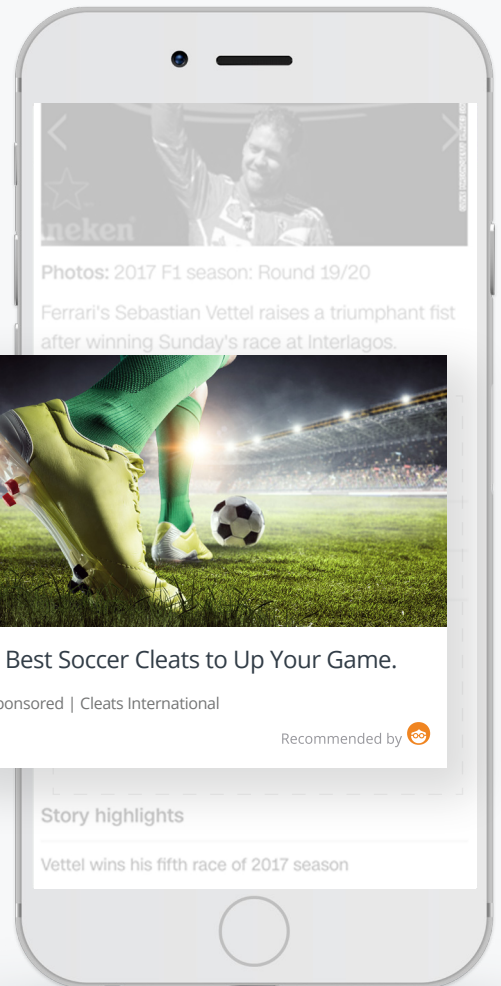
Control and Precision in targeting World Cup-related interests directly from the dashboard.



Exceptional Results that will cost-efficiently help you drive higher full-funnel conversions.

¹Kantar Media 2014 World Cup Brazil Television Audience Report

²Initial Beta Test Results



What, Where, When:

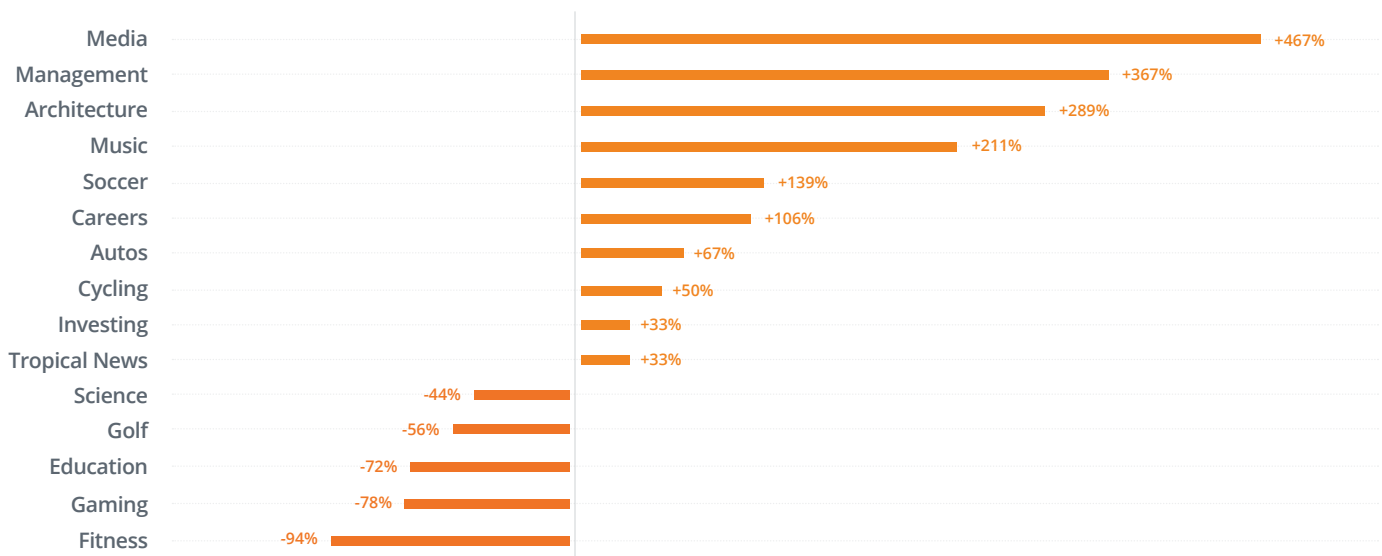
Additional Insights to Plan Your World Cup Content Strategy

With over 8 million¹ Outbrain headlines already including the nail-biting event (and growing!), Ronald-do the right thing with your World Cup-inspired Outbrain campaigns.

Maximize engagement with your campaign with the right content, at the right time, on the right platform.

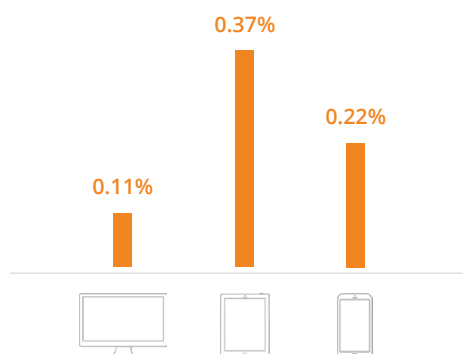
Engagement by Content Category

Identify the top content categories which over-index for World Cup related clicks²



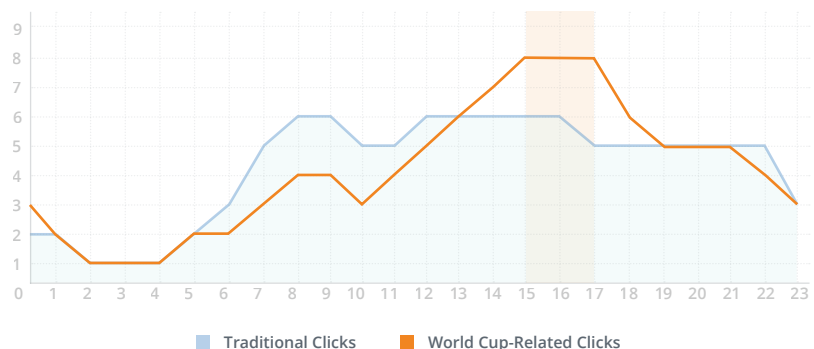
Engagement by Platform

Use tablet and mobile to display rich visuals and encourage interactivity



Engagement by Time

Schedule your On Air Times to reflect content peaks between 3 and 5pm (EST).



¹Data: February - May 2018; U.S. Market ; ²clicks by referring category