

How Naked Wines Reached High Value Customers Using Outbrain & Sold 20K Bottles of Wine



Objectives

Conversions

Products

Lookalike Audiences

Overview

Naked Wines, an online wine retailer founded in the UK, sells wine from independent winemakers around the world. As a customer funded wine business, they believe money spent purchasing wine should go towards the wine in the bottle rather than pricey marketing campaigns and fancy labels.

Naked Wines partnered with Outbrain to drive new customers to their online wine store by using fun quizzes to engage and educate users about wine. Their goal was for each new customer to purchase a 6-bottle case of wine. With Outbrain's native discovery solution, Naked Wines reached a qualified audience on desktop, mobile, and tablet. Furthermore, by leveraging Outbrain's advanced targeting tools such as *Lookalike Audiences*, Naked Wines was able to target users similar to their highest converting customers.

Outbrain's effective targeting generated high quality new customers, with a lifetime value 40% higher than Naked Wines' average customer. By selling 20,000 bottles of wine and bringing in more than 50,000 leads over 9 months, Outbrain became a key acquisition channel for Naked Wines, delivering some of the highest quality new customers to the business.

Results

50k+

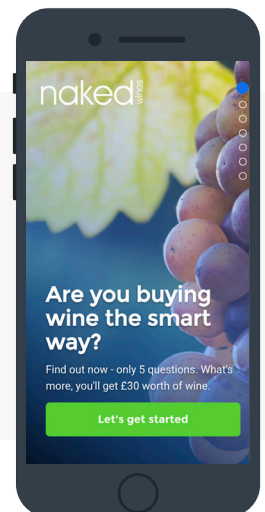
Leads generated over 9 months

20k+

Bottles of wine sold via Outbrain's network

40%

Better lifetime value than average customer value



Experience

"Our partnership with Outbrain has been incredibly successful. In terms of consistency, high spend, and customer volume, Outbrain has exceeded our expectations, delivering some of the highest value customers to our business."

James Nellany, Digital Growth Manager, Naked Wines