

CASE STUDY

L'Oréal Partners with Outbrain to Drive Quality Traffic to its International Corporate & Financial Annual Report



Vertical :

Corporate Finance
Beauty

Context

L'Oréal publishes its Annual Report every year and makes it a central focus of its communication with potential investors. This report, distributed on loreal-finance.com, was initially developed for shareholders of the L'Oréal Group. Today it's one of the Group's main methods of digital communication.

Objective:

Qualified Traffic

With a goal of 3 million annual visitors to its site, L'Oréal Finance turned to Outbrain to help achieve this long term goal of driving qualified traffic.

Product:

Outbrain Amplify

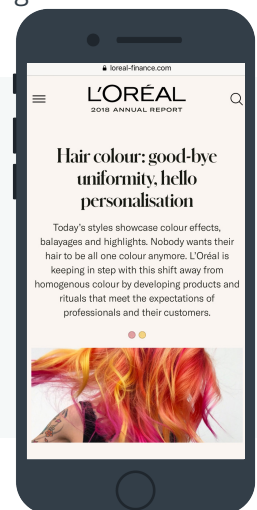
Solution

Through Outbrain's international premium publisher network, L'Oréal Finance broadcasted its campaign across 8 countries (France, United Kingdom, Belgium, Luxembourg, the Netherlands, Canada, and the United States), reaching an estimated 80%+ of the audience it intended to target. Furthermore, Outbrain's technology allowed L'Oréal Finance to:

- A/B test creative assets including title and image combinations
- Optimise traffic sources and ads through dynamic tracking

Results

Outbrain is now the most effective channel driving qualified traffic to loreal-finance.com and has exceeded the campaigns initial objectives in terms of audience quality.



Experience

“Outbrain has been L’Oreal’s strategic partner since 2014. Thanks to its premium network and international presence, the campaign was able to guarantee sustained traffic to our corporate and financial content. Outbrain consistently delivers a niche, high quality audience.”

Claire Senand, Director of Financial Information, L’Oréal