



The Daily Express, Daily Star & OK! Magazine

Significant Revenue Gains Result from Native In-Feed and Smartfeed™



Context

The Daily Express, Daily Star, and OK! Magazine (now a subset of Reach PLC) partnered with Outbrain to increase page views while simultaneously maximising revenues via an elegant and streamlined solution.

In response, Outbrain migrated these titles to Smartfeed and Native In-Feed solutions, thereby creating an online experience that is preferred by readers and advertising brands alike.

The results from this adoption led to increased revenues of 143% across all sites, an organic CTR increase of 29% month on month, and an RPM uplift of 60% thanks to Smartfeed.

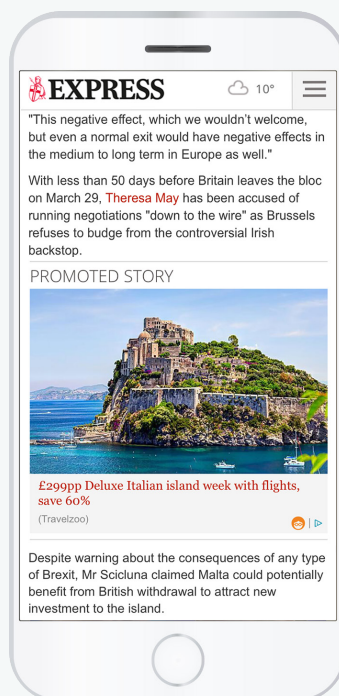
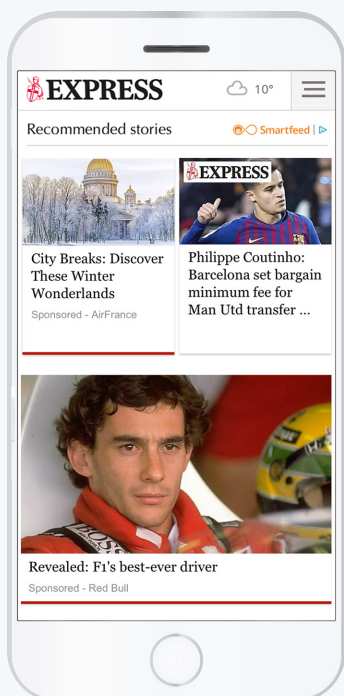
Solutions

Smartfeed™ provides a user-driven experience by providing:

- A feed format that is more engaging to users
- A diversity of formats ranging from large to small images as well as sponsored, editorial, and video content
- A design that is adapted to the environment of the site and integrates seamlessly
- Complete control of placements, including the ability to prioritise editorial content

Native In-Feed benefits include:

- Access to high impact placements that reside mid-article
- Ability for premium brands to advertise in a brand-safe, 100% share of voice environment
- Boosted visibility and higher page placement



Results

+143%

Increase in daily revenues

+29%

Organic CTR month on month

+60%

RPM uplift from Smartfeed adoption