



Outbrain helped Le Slip Français reach new qualified audiences and boost online sales

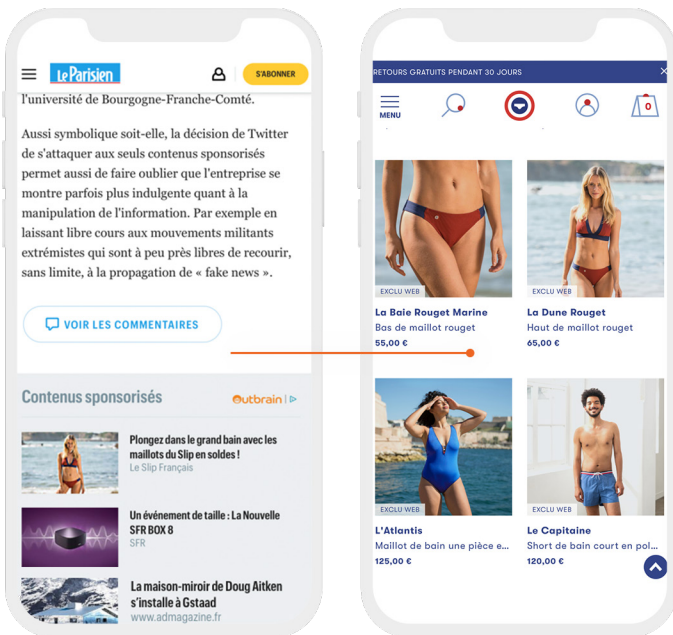
Product	Sector	Objectives
Outbrain Amplify, Custom Audience, Retargeting, Lookalike Audiences	Retail	New Visitors, Qualified Traffic, Sales

Overview

Le Slip Français, a digital-first retail brand (60% of total sales are completed online), sought to reach new qualified users and diversify their acquisition channels. Their objectives were two-fold: to generate highly qualified traffic and to improve ROI on their site. Le Slip Français collaborated with Outbrain to reach new users likely to be interested in their products by amplifying product selection pages (summer swimwear selection for their first campaign).

Solution

The power of Discovery and Outbrain's proprietary interest data enabled Le Slip Français to generate a high volume of incremental new visitors to their site. In the span of two months, Outbrain became their best performing channel for acquiring new users, delivering a 'CPV utile' (Cost Per Valuable Visitor = contribution to sales) 30% lower than display.



Results

-30%
Outbrain 'CPV utile' vs other Display channels

#1
Provider of new sessions.

In constant search for new channels to drive new traffic to Le Slip Français site, and generate ROI on our e-commerce site, Outbrain has quickly become a highly effective partner to diversify our base of acquisition channels. We are now planning to test Outbrain's video solutions on our next strategic highlights for the holiday season!

- Lucas Roland, Head of Acquisition, Le Slip Français