

CASE STUDY

Verisure Achieves a 5X ROI by Implementing Interest Targeting on its Native Ad Campaigns



Products

Interest Targeting
Geo Targeting
Device Targeting
Bid per Section

Vertical

Technology

Objectives

New Users
Acquisitions

Overview

Verisure is a leading provider of professionally monitored security solutions. With 30 years of experience, the company has nearly 3 million customers in 14 countries across Europe and Latin America. Verisure began operating in Brazil in 2011, offering its services in São Paulo and Rio de Janeiro. It then quickly expanded into other regions such as Belo Horizonte, Brasília, Curitiba, and Florianópolis, and now has more than 83,000 customers in Brazil.

In order to maintain this fast paced growth, Verisure partnered with Outbrain. Verisure's main objective was to continue seeking out new qualified consumers to improve the company's penetration in the market.

Solution

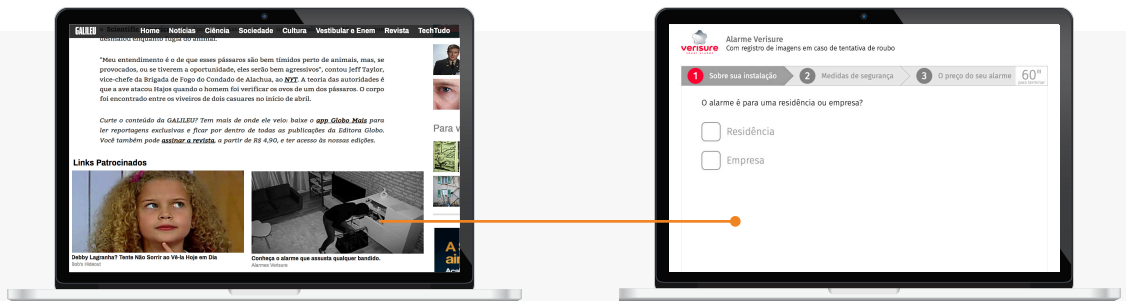
The campaign's focus was boosting growth in both Verisure's main markets in São Paulo and Rio de Janeiro and its emerging Brazilian markets. To achieve this goal, Outbrain implemented a combination of strategies including Device Segmentation with Interest Targeting using categories such as Entertainment, Business & Finance, and Home & Lifestyle. After evaluating the performance of each of category, Outbrain's Bid Per Section tool was used to optimise the results of the combinations that achieved the highest conversions.

Results

Compared to the campaign's first results, Outbrain was able to optimise and increase the volume of leads generated by more than 27X and achieved a 5X ROI.

5X ROI

with Optimisations
from Interest Targeting



Testimonial

"Outbrain is one of our top media partners, not only for driving traffic but also for generating qualified leads. Outbrain makes our media efforts more efficient and effective."

Rodolfo Araujo, Media Coordinator, Verisure Brazil