



# How Nespresso Generated Awareness of its New Coffee Machine at a Competitive Cost

**Vertical**  
Consumer goods

**Goal**  
Awareness

## Challenge & Goals

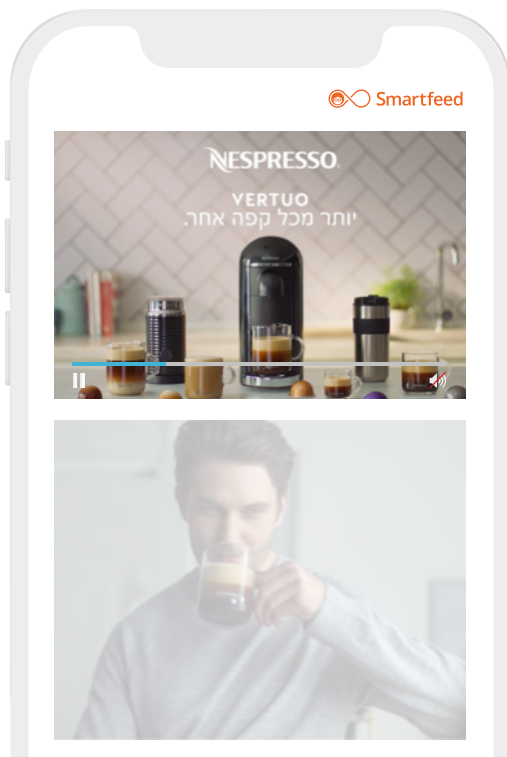
In 2019, Nespresso, together with GO Digital Marketing Agency, launched an awareness campaign for its new, advanced Vertuo coffee machine.

## Solution

Nespresso created 20-second and 30-second videos and promoted them via various platforms and tools. Outstream, Outbrain's video platform, was chosen as one of the tools to amplify awareness of the Vertuo coffee machine.

Outstream enables wide exposure of the video campaign together with advanced audience targeting, retargeting, control over campaign frequency and optimisation.

When viewers see Outbrain's recommendation ads during their discovery journey online, the video begins to play automatically and deliver the marketing message to viewers when they are attentive and open to receiving it. This leads to very high video completion rates.



## Results

With Outbrain Outstream, Nespresso was able to reach video completion rates of 44%:

44% of the target audience watched the entire video.

**44%**  
completion rates for the  
30-second video

**31%**  
lower cost per completion than  
YouTube TrueView

"With Outstream, we discovered an amazing solution to broadcast our message to the relevant target audience at an attractive cost. The video creative and the state of mind of the viewers worked exceptionally well together to bring results."

Dana Ophir, Digital Manager, Nespresso Israel