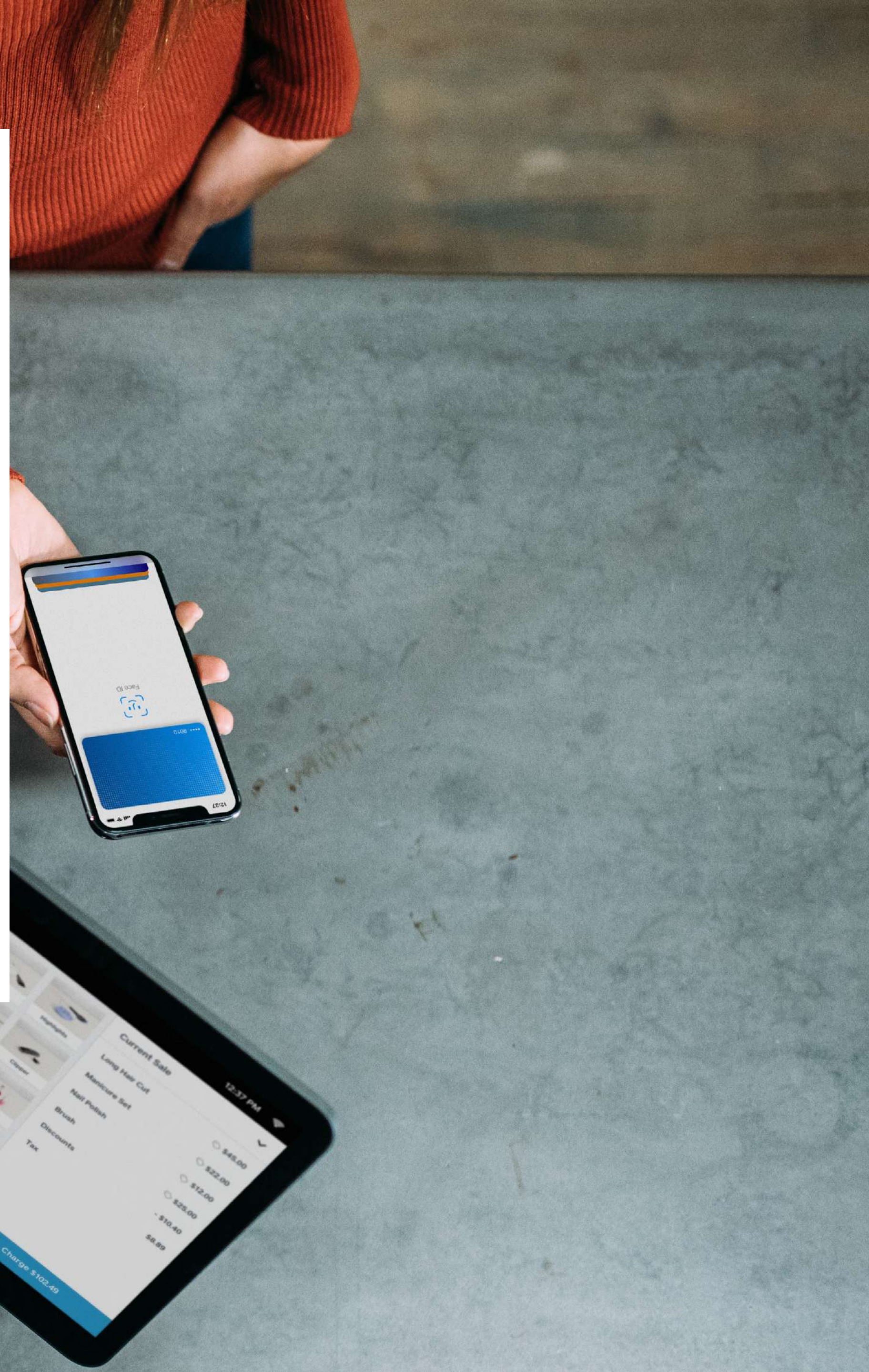




How to Boost Your E-Commerce Business with Native Discovery

Success stories and Best Practices





Contents:

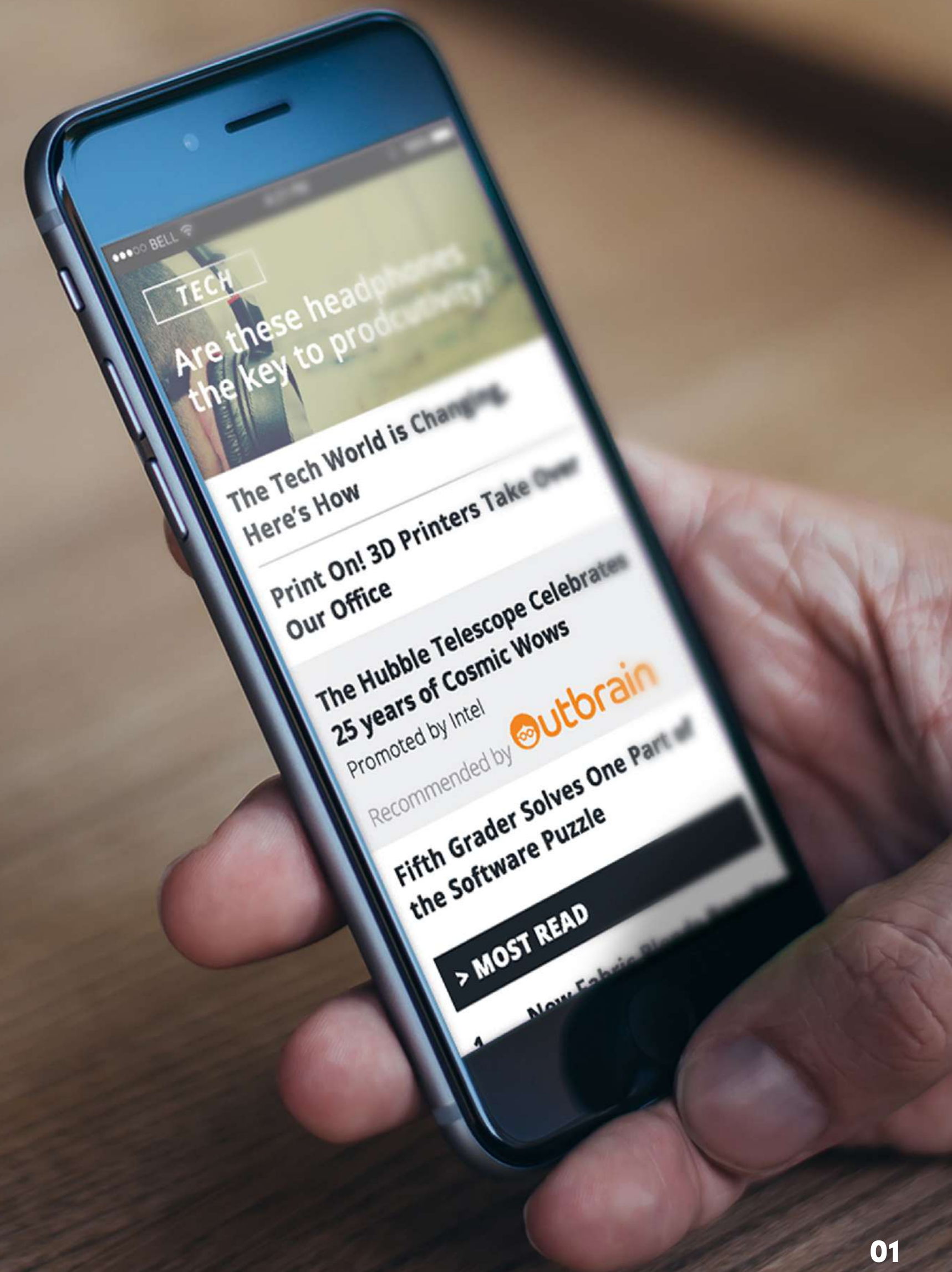
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Discovery & E-Commerce

Outbrain's Native Discovery platform helps e-commerce brands connect with one third of the world's consumers on the open web, thanks to innovative formats specifically designed for online shoppers.





The Power of Discovery vs Search and Social

There's value to Search and Social in getting shoppers to check-out, but there's a limit.

Search users seek something specific, with the process already based on a particular topic or product to meet their needs. Social users are more interested in what their peers are debating, buying, and reviewing. While they may not have a specific product in mind, there has to be relevant social context in order to pique their interest.

In the world of e-commerce, consumer behavior is tailored more to 'exploration mode'.

Types of consumers can be categorized as:



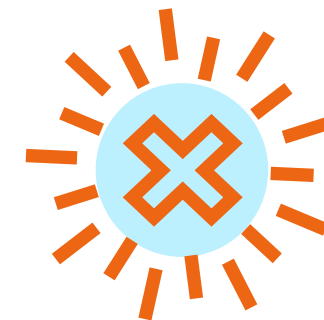
"The Browser"

They seek that "what's next?" moment, without a clear direction but are open to something new.



"The Lister"

They have an idea as to what they want to do, but are unsure what does it for them.



"The Abandoner"

They've previously expressed interest in something without following through with it.

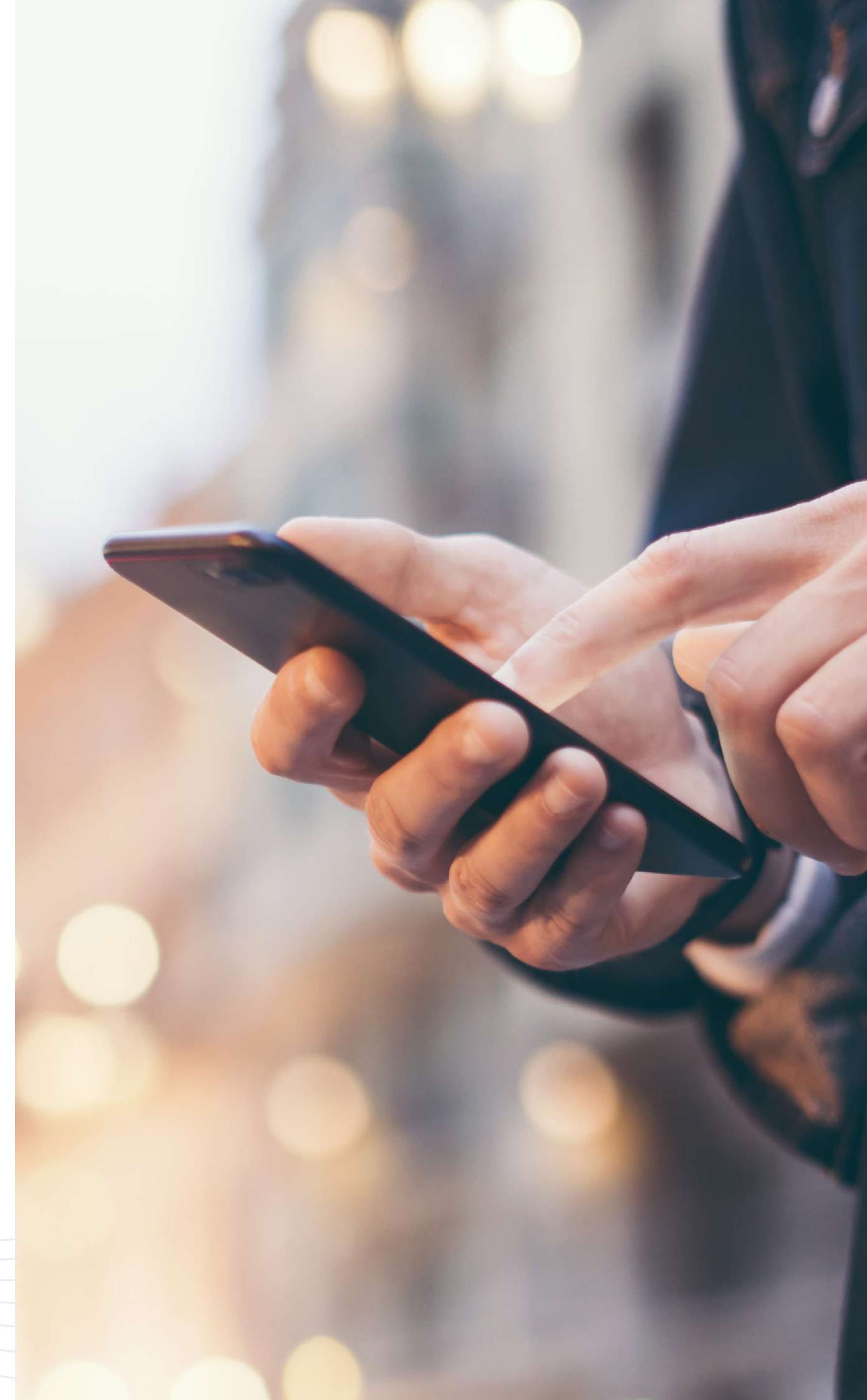




The Power of Discovery vs Search and Social

Owning Pre-Search is the Key to Incremental Revenue

Each of these categories highlight a perfect fit with Native Discovery. It's an opportunity to reach new customers and drive incremental revenue down the funnel for a better ROI. Think of successful Native Discovery as owning the pre-search phase — the moment when you can influence action by connecting with customers who are a great fit for your brand but may not know it yet. While these audiences may not have had a specific goal in mind prior to a discovery moment, it allows brands to become a voice of authority in their field and enables them to create the goal for the consumer.





Discover What's Trending

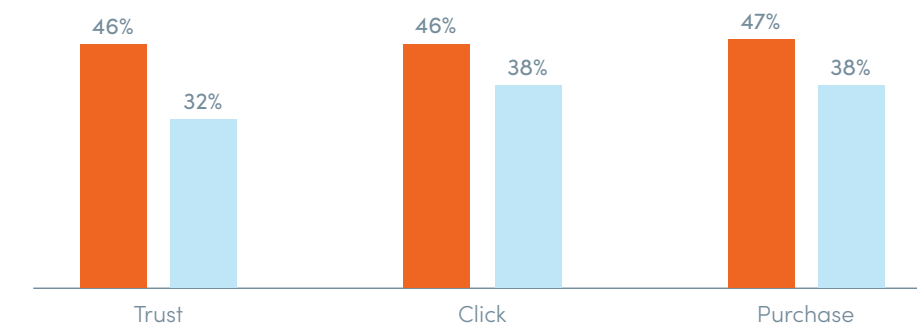
Today's online shoppers want to interact with a brand they can trust across digital content touchpoints.

A study by Outbrain, in partnership with Lumen, draws on the responses of over 900 consumers in the UK, France, and Germany, and looks at how trust, clicks, and purchases are impacted by online environment or ad formats for the e-commerce industry. The study goes on to reveal how consumer behavior differs by vertical and during major sales events.

The halo effect of premium environments

Impact of environment on ad trust, clicks and future purchases

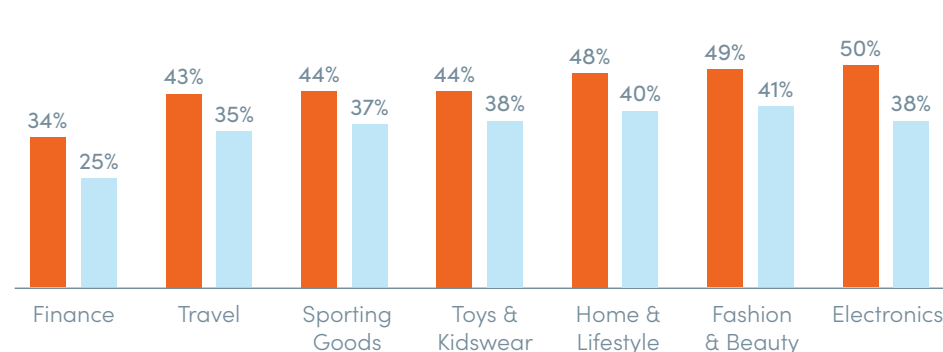
■ Premium news sites ■ Social media platforms



Native ads shown on premium news sites are more likely to be trusted (+44%), clicked on (+21%) and lead to future purchases (+24%) than ads that appear on social media platforms.

Impact of site environment on trust for different verticals during online sales events

■ Premium news sites ■ Social media platforms

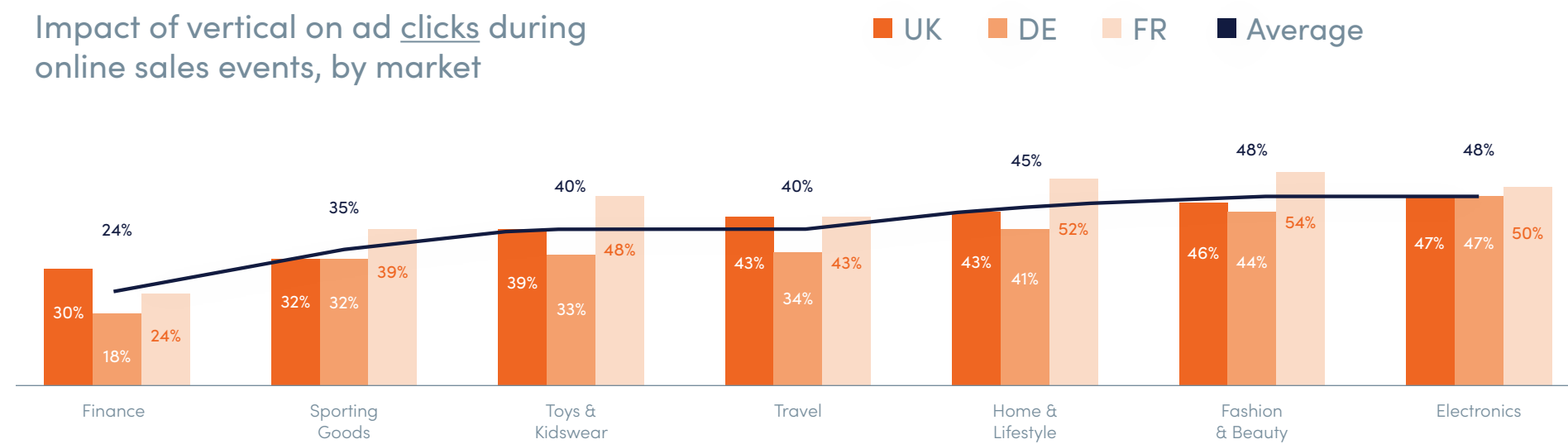


People are more trusting of content shown on premium news sites across key e-commerce categories.





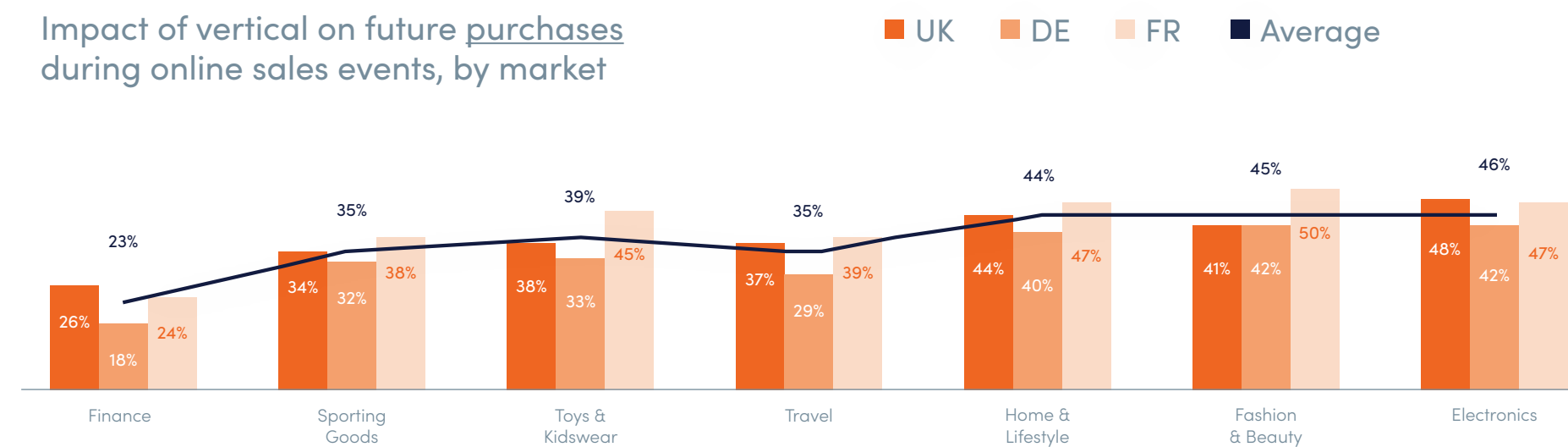
Impact of vertical on ad clicks during online sales events, by market



During major sales seasons, people are more likely to click on **Fashion, Beauty, or Electronics** content.

Across markets, the most and least likely vertical to be clicked on during an online sales period was also the most or least likely to drive purchases.

Impact of vertical on future purchases during online sales events, by market



Native formats vs social and display are better perceived

When comparing native recommendations to social and display ads, native comes out strongest across all metrics including:

Being easy to understand – Scoring 62% higher than displays ads and 31% higher than social ads

Informative – Scoring 60% higher than display ads, and 14% higher than social ads

Trustworthy – Scoring 9% higher than display ads and 28% higher than social ads





Spark Interest Across the Shopping Funnel

The combination of native formats and discovery creates intent instead of waiting for it. Spark consumer interest for your brand, from the first to last click.

Awareness – Drive traffic to your page and get discovered by using engaging content such as interactive long form video.

Consideration – Stand out from the crowd with reviews, tips, photo galleries, and quizzes that highlight your product's value proposition.

Conversion – Offer discounts and retarget past visitors to action-oriented landing pages to increase sales.

Why Outbrain Drives Great Performance

Outbrain is the world's leading performance-driven discovery platform. We drive performance at scale by drawing data-driven connections between consumer interest and action. Our advanced targeting capabilities allow you to connect your product or service with the right customers at the moment when they are most likely to act.

The six case studies in this ebook will help you understand how e-commerce brands use Discovery to drive drive results at every stage of the funnel.





About

Le Slip Français, a digital-first retail brand (60% of total sales are completed online), produces high-quality clothing for him and her – 100% made in France: briefs, boxers, socks, t-shirts, pyjamas, and swimwear.

Industry

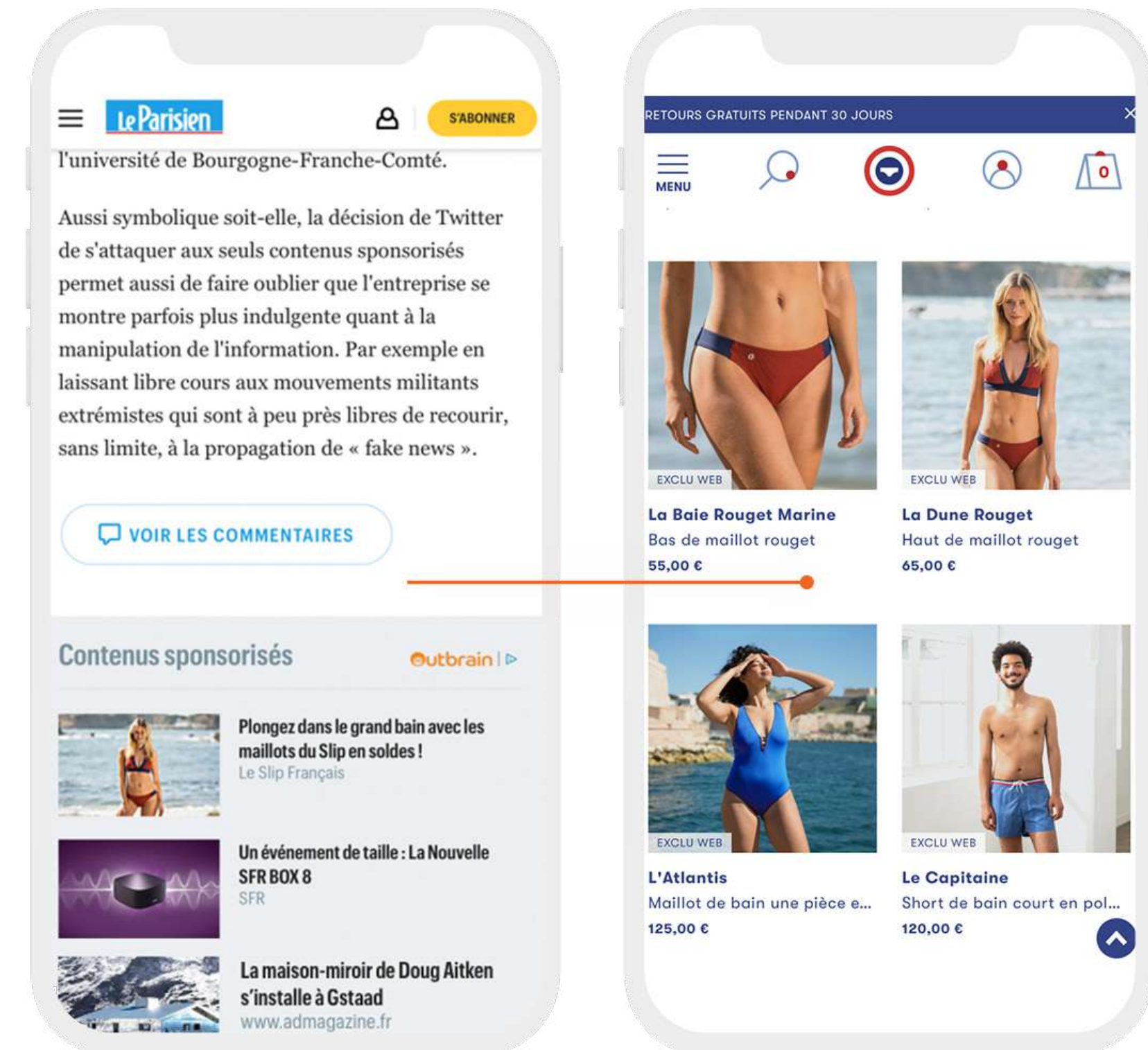
Fashion / LifeStyle

Campaign Objectives

New Visitors, Qualified Traffic, Sales

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



About

Velasca is an Italian handmade footwear brand that offers high-quality products at an affordable price.

Industry

Fashion

Campaign Objectives

Reach qualified users

Solution

Step #1

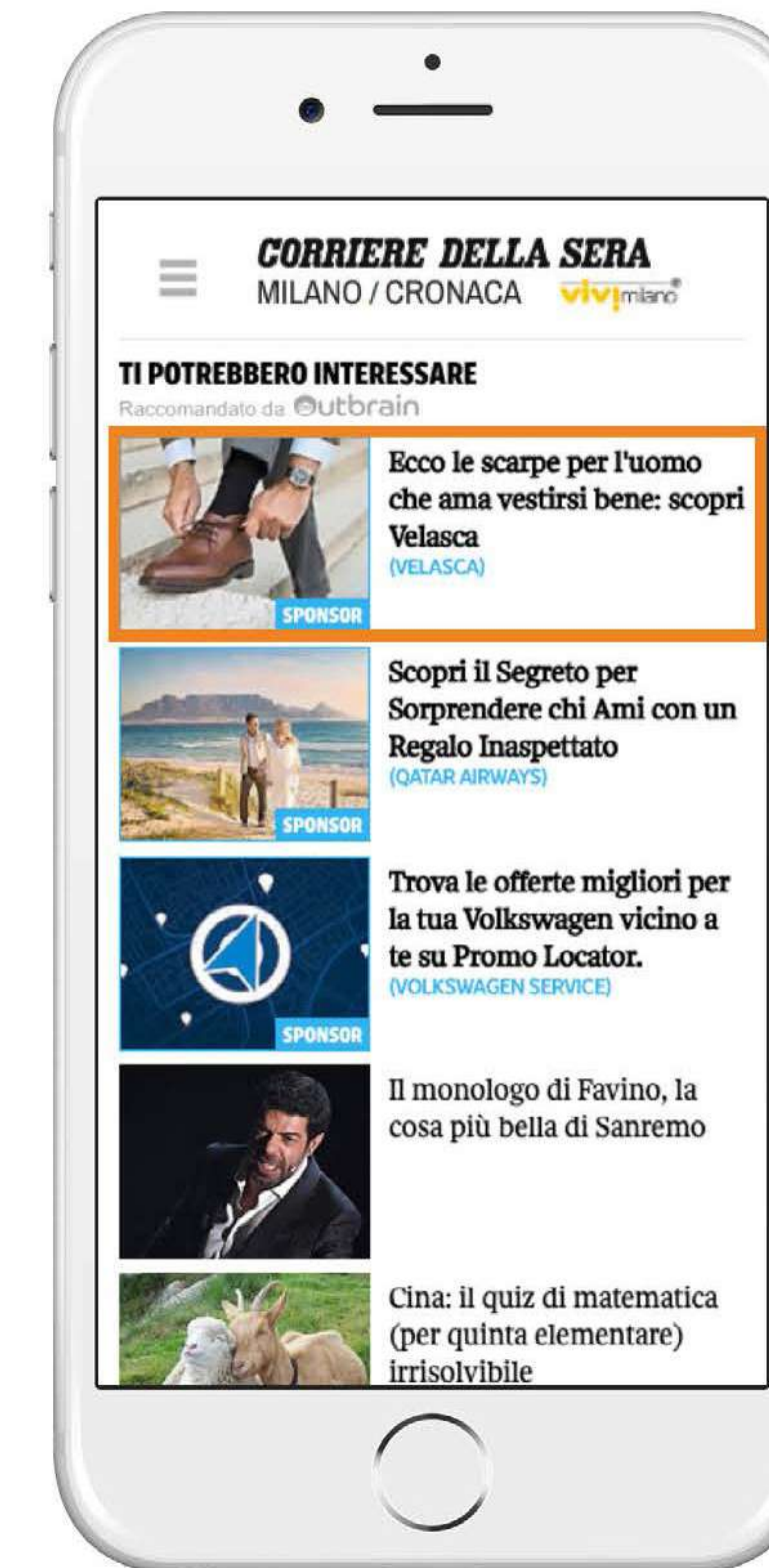
Velasca partnered with content recommendation platform, Outbrain, to promote their e-commerce site across a network of premium publishers and drive qualified users to their content.

Step #2

Outbrain created two user groups – one which had been exposed to the Velasca content and one which had not. In partnership with Nielsen, both groups were targeted with a brand uplift survey using Outbrains Story Sequencing retargeting tool.

Step #3

Nielsen analyzed and validated the survey responses. Results concluded that users exposed to the Velasca content showed a considerable increase in Brand Awareness, consideration and intent to purchase.



Results

+17%

Users Recognize Velasca
Compared To Its
Competitors

12%

Intention to
buy again

+16%

Users Positively
Rate Velasca's
Products

+16%

Would
recommend
the brand



“We are very satisfied with the results of Outbrain’s Discovery campaigns and the brand lift study has only re-confirmed our belief that collaborating with Outbrain is central to our digital media planning.”

Paola Parolo

Head Of Digital Marketing
Velasca



MADE.COM

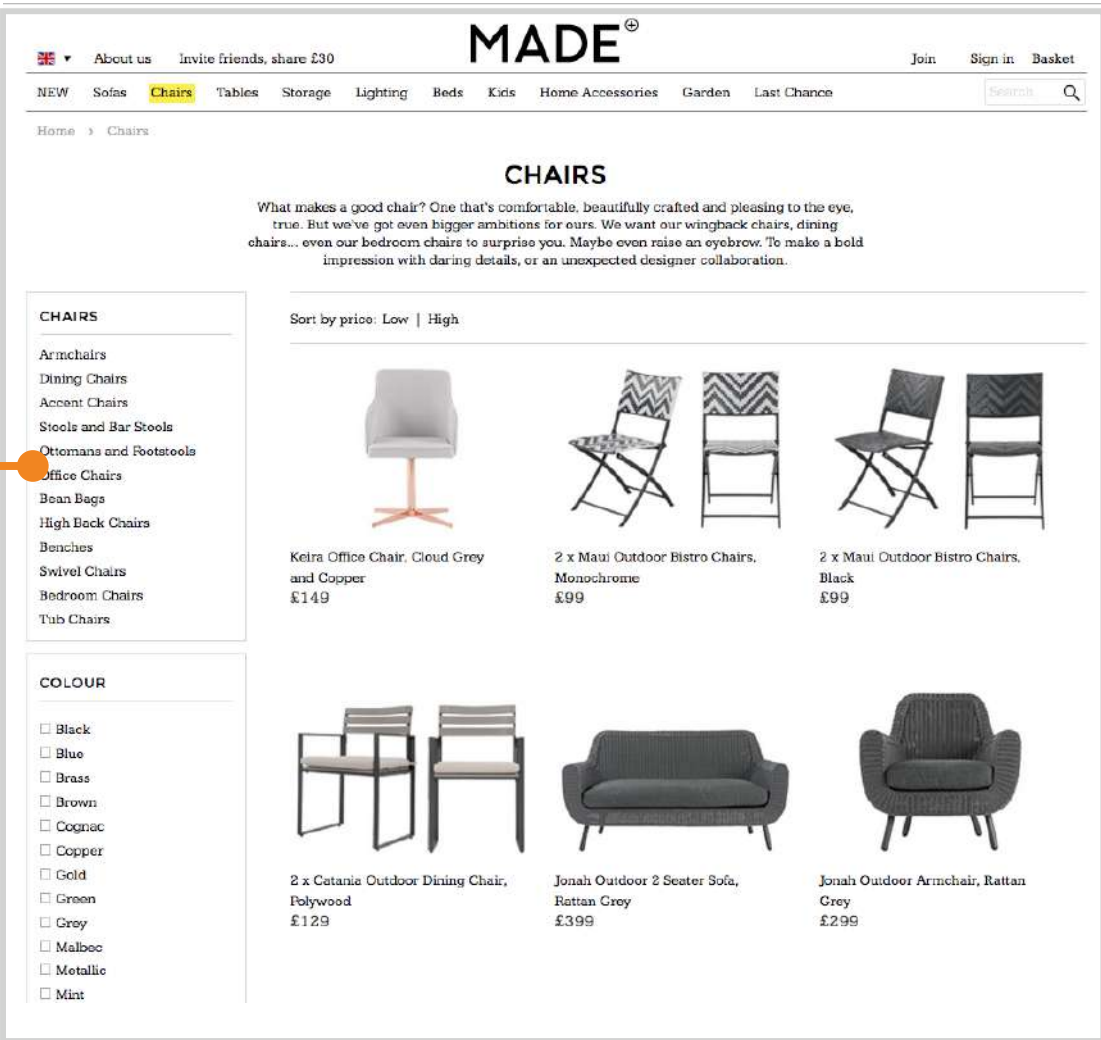
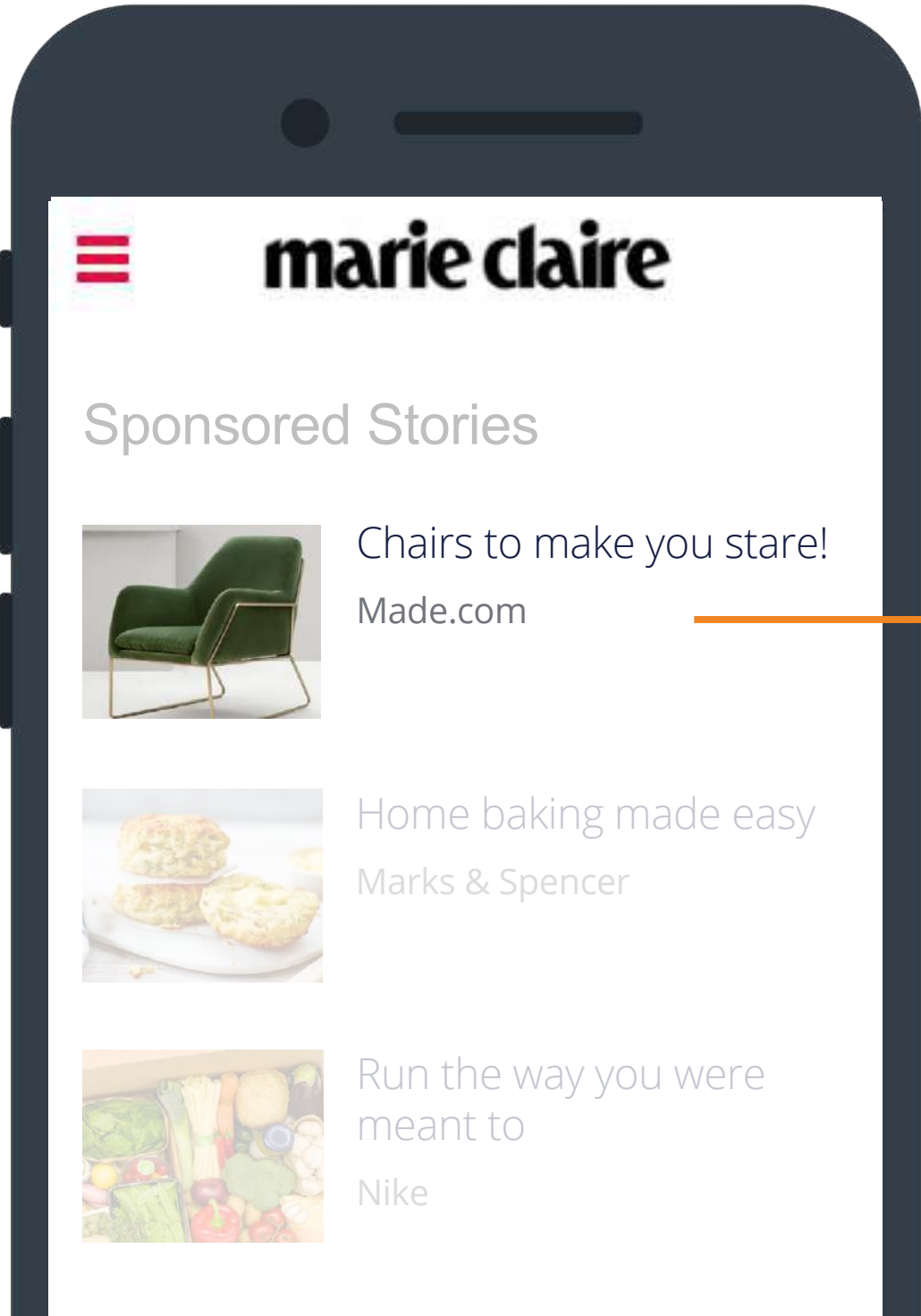
About

Lifestyle design brand, MADE.COM sells high-end furniture and homewares online. The innovative, streamlined business model means MADE.COM can offer consumers designer furniture for an attractive price.

Industry	Campaign Objectives
Retail	Awareness, Visits & Conversions

Solution

Outbrain proved to be a great acquisition channel for MADE.COM. By retargeting customers with content related to what they had previously viewed on their own website, the campaign delivered a 200% ROI. The brand reached engaged users, with an average of 3.75 pages per session and a bounce rate of just 45%.



Results

200%	1.50%	3.75
ROI	Conversion Rate	Page / Session



nakedwines

About

Naked Wines, an online wine retailer founded in the UK, sells wine from independent winemakers around the world.

Industry

Food/bev/CPG

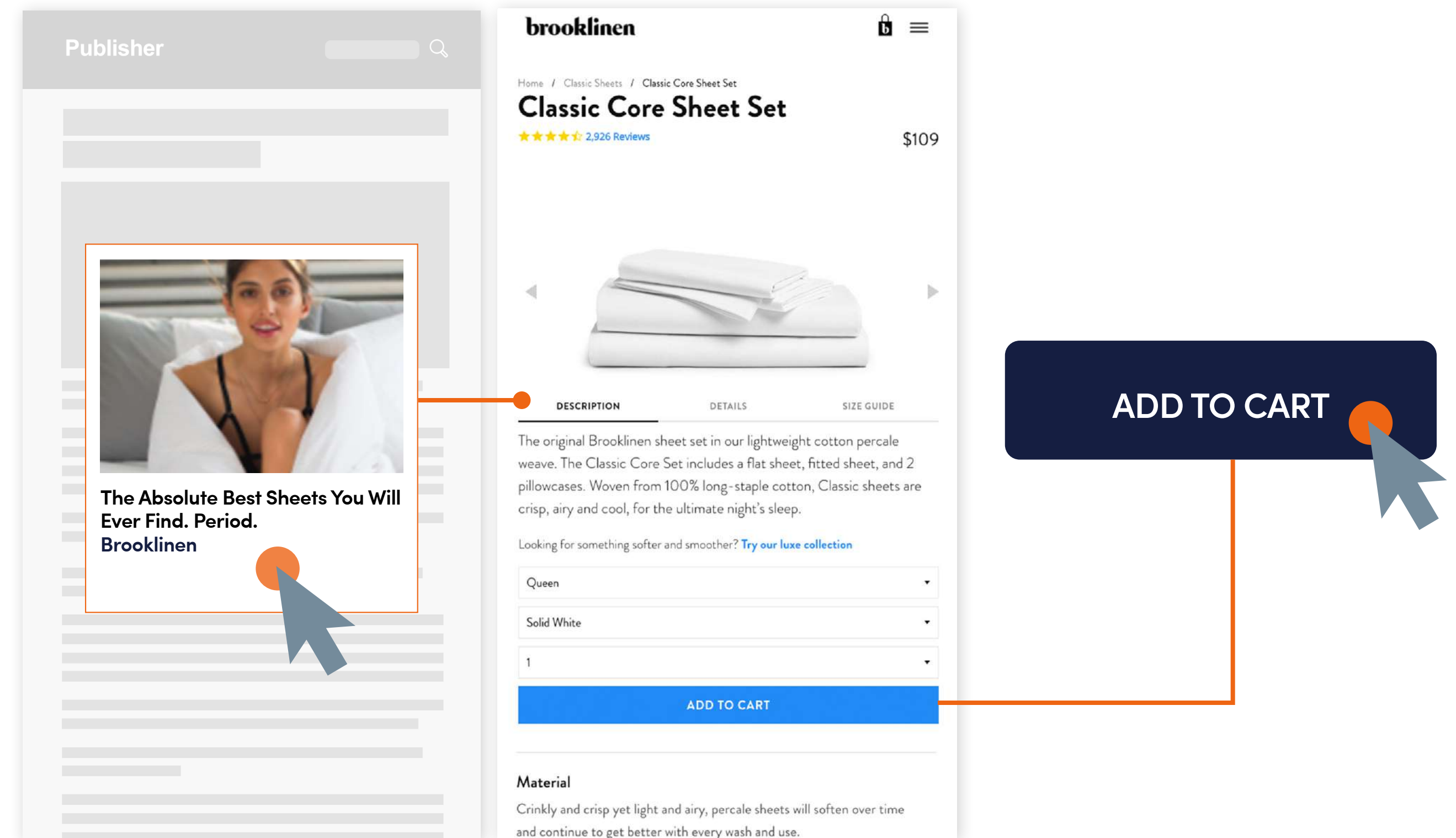
Campaign Objectives

E-Commerce/Sales

Solution

Naked Wines developed quizzes to engage and educate potential customers about wine, and to draw them to their website via fun, compelling content promoted on the Outbrain network. Naked Wines collaborated with Outbrain to conduct A/B tests on headings and image thumbnails to optimise click-through rates and enhance the campaign's performance.

With Outbrain's Lookalike Audiences tool, Naked Wines targeted users who have similar profiles to their highest converting customers. This helped drive efficiency by uncovering the interests and behaviours of known purchasers, and then using these attributes to discover and target other customers, at scale, across Outbrain's network.



Results

40%
Higher LTV (Lifetime Value) Of Customers Brought By Outbrain

50,000
Leads Generated

20,000
Wine Bottles Sold



“Our partnership with Outbrain has been incredibly successful. In terms of consistency, high spend, and customer volume, Outbrain has exceeded our expectations, delivering some of the highest value customers to our business.”

James Nellany

Digital Growth Manager,
Naked Wines



CBR FASHION GROUP

About

Owner of brands Street One and CECIL, the CBR Fashion Group is one of the top five suppliers of women's fashion in Germany. Founded in 1980, the company is active in 19 countries across Europe.

Industry

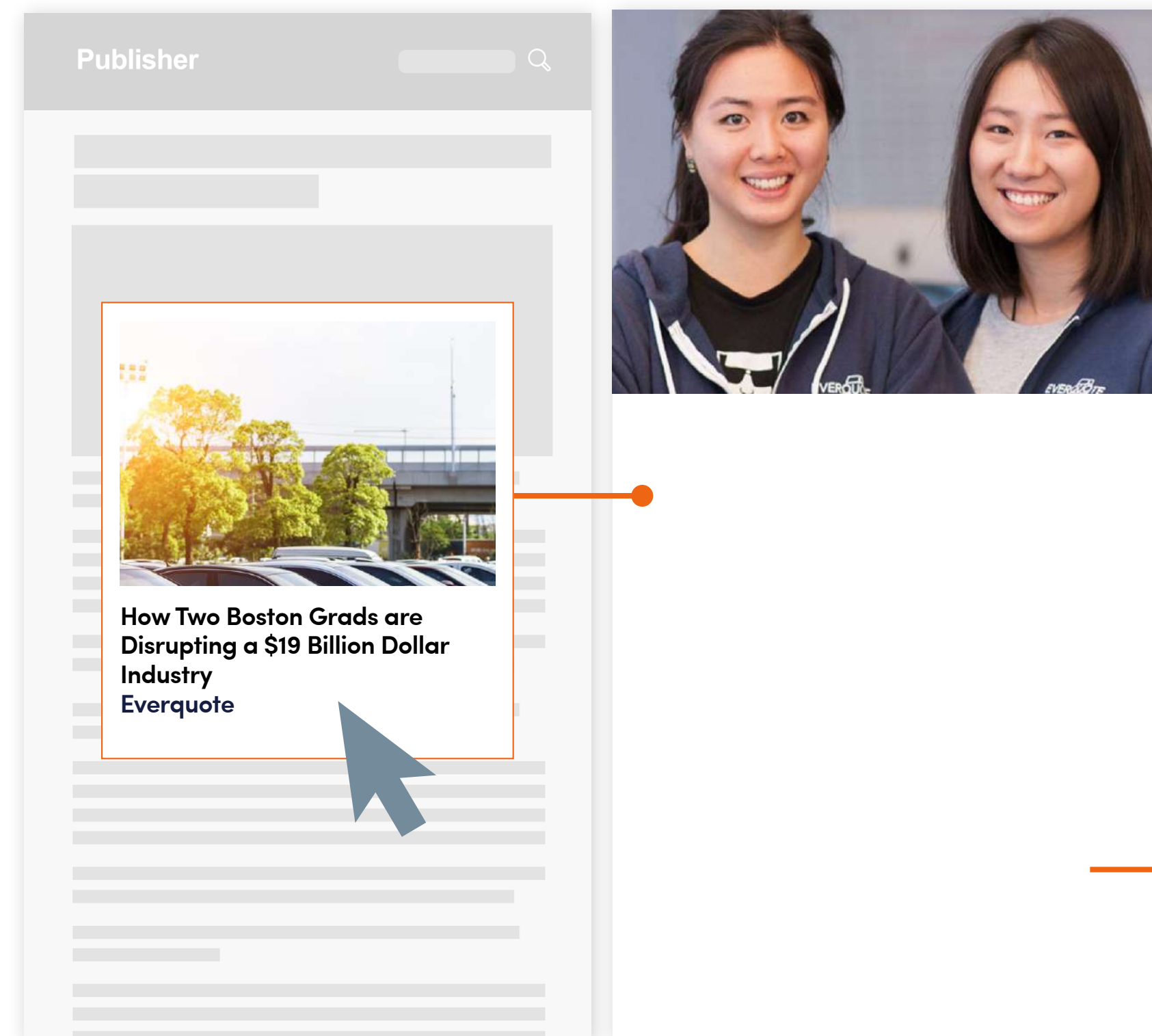
Fashion

Campaign Objectives

E-Commerce/Sales

Solution

Using Outbrain's premium publisher network, CBR Fashion Group targeted users interested in fashion content to spark interest in their brands and direct traffic to their websites. A month before the "Black Friday" weekend, CBR retargeted online visitors from Street One and Cecil's websites with Outbrain's Custom Audiences Retargeting. During the weekend, these users were targeted with specific sales messaging to drive conversions.



Results

+66%

Increased Conversion
Rate Vs. Display

-65%

Reduction Of Cost /
Sales Ratio

29%

Minimum Cost /
Sales Ratio



“For the fashion industry, Black Friday Weekend marks a time of high turnover. Therefore, it is important to choose the right marketing strategy, to achieve real conversions. The combination of Outbrain’s attention grabbing native formats and excellent targeting and retargeting with Custom Audiences, produced the best conversion rate compared to all other channels. With Custom Audiences, we were able to increase awareness before the big day and continue to drive the Black Weekend audience through the sales funnel very efficiently.”

Laura Nienaber

Junior Marketing Manager
CBR



About

Outfittery is an online personal shopping service for men's clothing that provides a speedy and straightforward shopping experience. Each customer relies on a team of style experts to create individually selected outfits that are delivered to the comfort of their homes. With over 600,000 customers in eight countries, Outfittery is Europe's market leader in personal shopping for men.

Industry

Fashion

Campaign Objectives

High-quality traffic and strong consumer loyalty

Solution

Native Discovery has become one of Outfittery's crucial performance marketing channels ever since its partnership with Outbrain began in 2016, delivering high-quality traffic and strong consumer loyalty. After 12 months, the revenue derived from Outbrain users delivered higher returns than comparable online channels. Also, users driven to Outfittery by Outbrain were 20% more likely to return to the service than other Outfittery customers. Outbrain further exceeded expectations when it came to other KPIs, with a first-class cost-to-turnover ratio and a shopping cart value that is up to 10% higher for Outbrain users than for comparable channels. These results were made possible through Outbrain's precise targeting technology, which leverages user's interests, and engages users at the discovery moment when they are open to new recommendations and offers.



**In wenigen
Klicks einfach
besser aussehen**

JETZT TESTEN

Einfach Stilprofil ausfüllen und
passende Outfits erhalten.

Results

+20%

Repeat Customers Vs.
Other Channels

12 Months

Average Use Of Shopping
Service By Outbrain Users

+10%

Higher Average Basket
Value Vs. Other Channels



“Since our collaboration with Outbrain, native ad traffic has increased five-fold due to the success of the campaign, and we are very pleased with the customers we’ve received through Outbrain. Thanks to Outbrain’s algorithms, we reached our target group – fashionable and price-conscious men – much better than with simple demographic targeting. We have chosen cookie-free, server-to-server tracking and appreciate the precision of Outbrain’s technology.”

Laura Burlacu

Online Marketing Manager,
Outfittery

Campaign Best Practices | **Headline Tips**

Stay relevant with different creative messaging.

- ✓ If you're trying to drive app-downloads for a fitness app, use holiday-specific messaging around food.
5 Healthy Pre-Workout Eating Tips for Men
- ✓ If you're an auto brand, talk about why now is the best time to be buying a new car.
Fiat 500X: All the Technology You Seek in a Crossover


Headlines that work well tend to follow three trends:

- ✓ They mention a deal
These Black Friday Shoe Deals Are Worth the Fuss...
Huge Holiday Phone Discounts, Up to 30% Off!
- ✓ They're seasonal
NYE Resolution: Reinvent Yourself With a Weekend Island Escape...
5 Funny Ways to Give Back This Thanksgiving
- ✓ They call out the brand name
(Brand name) Mother's Day Gift Guide
(Brand name), Like You've Never Seen it Before




Campaign Best Practices | Headline Best Practices

Ads have 8 seconds³ to capture the attention of the typical reader. Make that time count!




Chemicals That Might Be in Your Food

Include your target audience in the headline.




Coffee Cup's Summer Drinks Are Finally Here. Which One Will You Order to Make

Keep to 70 characters or less to reduce the risk of being cut off.




Keep Your Hair Smooth and Fresh This Summer

Learn to love lists! Odd numbers perform better than even.




The Best Home Remedies For Your Living Room Furniture

Negative keywords perform better than positive ones.




5 Ways to Keep Your Dog Active


Questions entice the reader to want an answer.




Pregnant Mothers: 9 Chemicals That May Be in Your Food




Coffee Cup's Summer Drinks Are Here. Order Them Today.



9 Ways to Keep Your Hair Smooth and Fresh This Summer

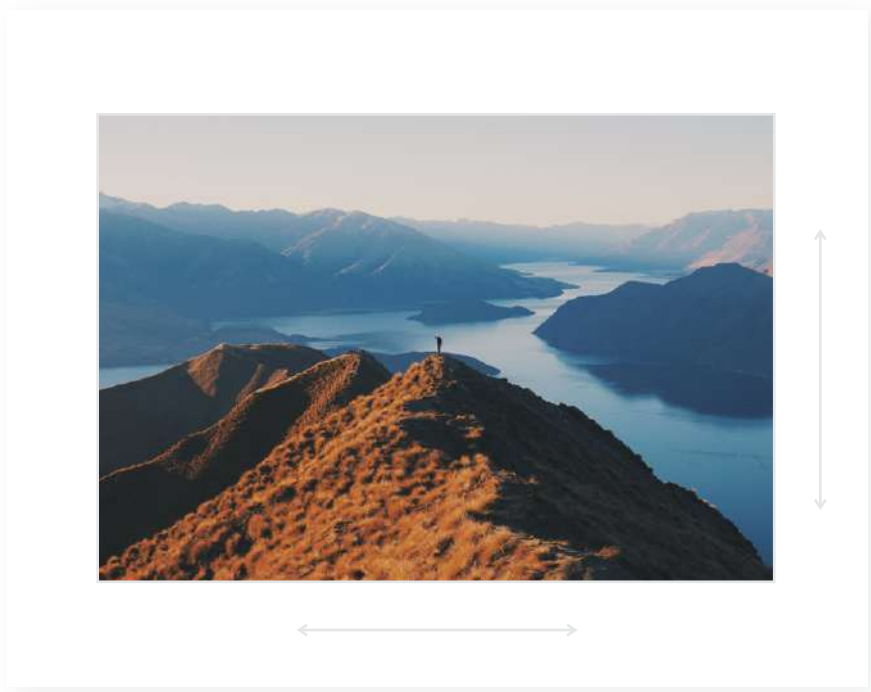


9 Things You Should Never Do to Your Furniture at Home

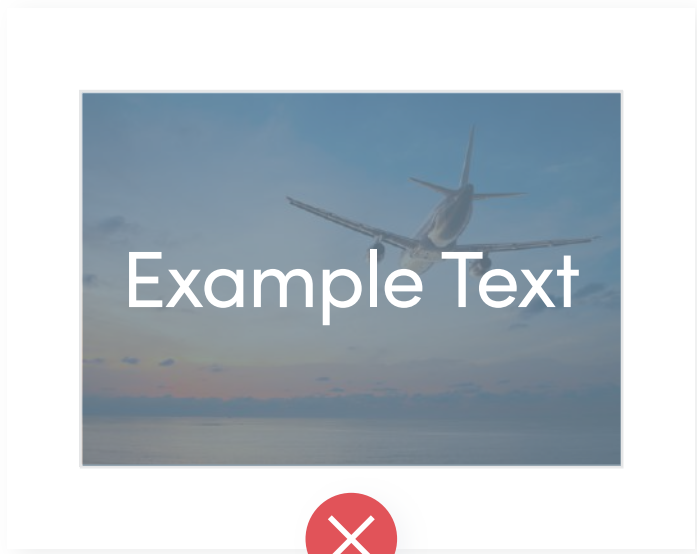


Is Your Dog Getting Enough Exercise? 5 Ways to Keep Your Dog Active

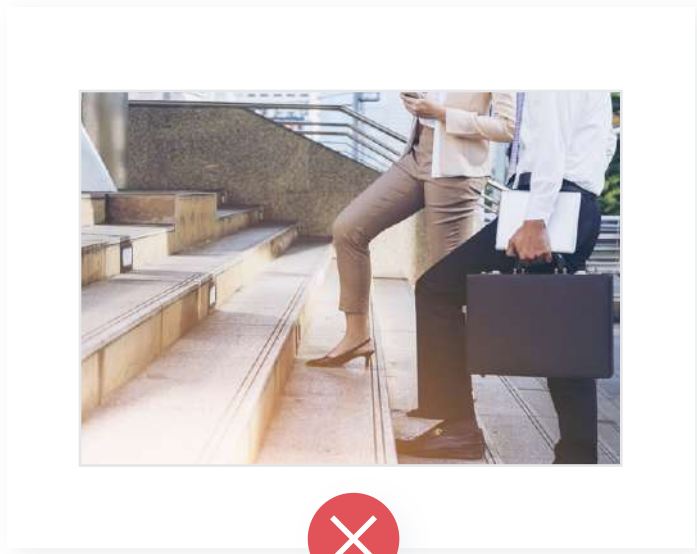
Campaign Best Practices | Image Best Practices



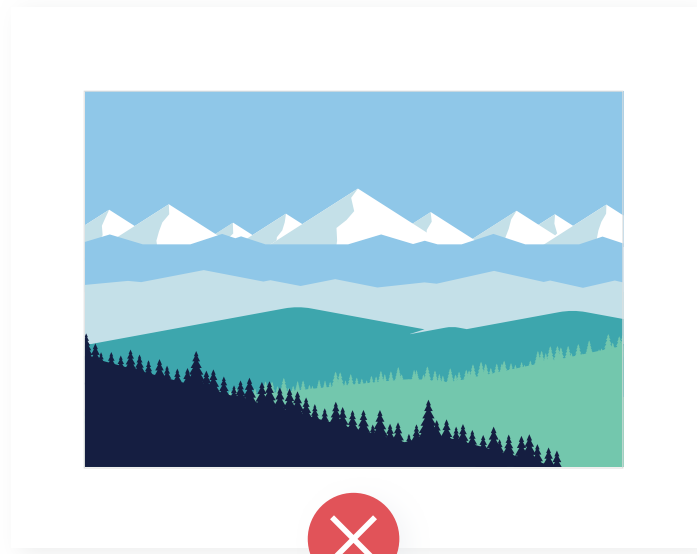
The recommended size is 1200 x 800 pixels.



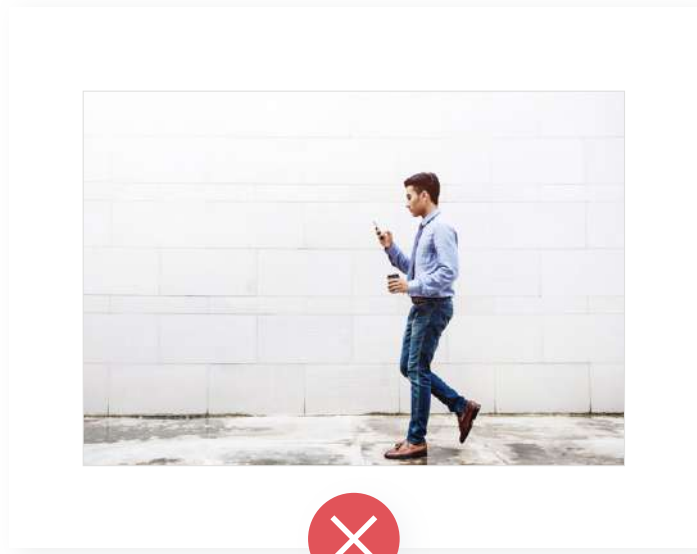
Photographs work better than image text overlay.*



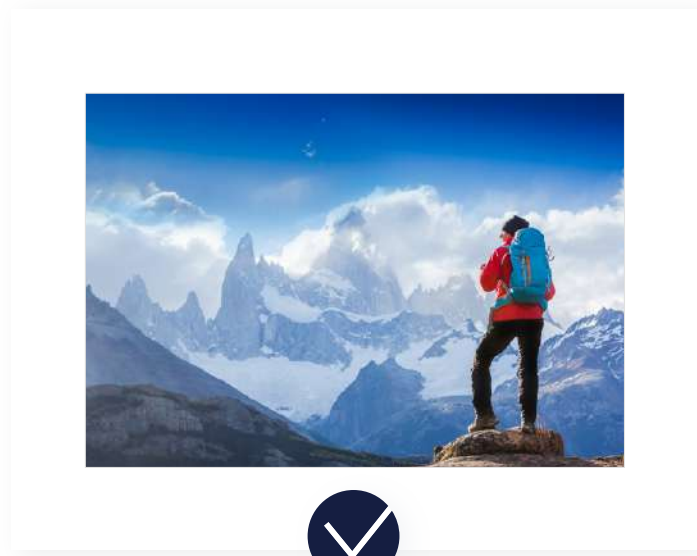
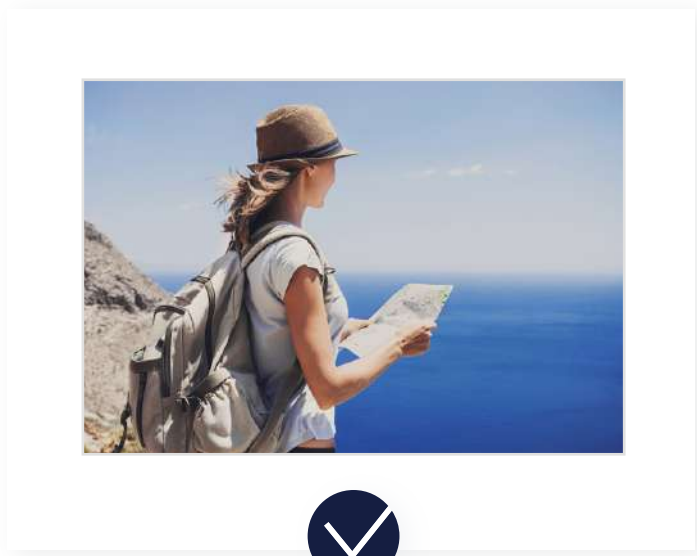
Use an image of your target audience that matches the content.



Be relatable!
Pertinent lifestyles pictures work better than ClipArt.



Close-up photographs work better than action shots.



*Is the same image or keyword converting the most?
Capitalize on creatives with high CTRs by adding more of the same (and getting more of these great results!).

Campaign Best Practices | Content Best Practices

Have a specific campaign goal in mind? Read on, and be a *connoisseur* of all-things content.



Audience Development & Scale

Engage readers through multiple pageviews by creating content slideshows or galleries. The ease of navigation and organization will pique interest.

Focus on timely or attention-grabbing themes. Readers prefer content that draws parallels to current events and sparks a curiosity to have questions answered.

Zero in on your most valuable content. Capitalize on where you're already seeing the highest ad revenue or engagement.



Subscription & Acquisition

Provide a CTA on the landing page that is easy to navigate. This motivates your sales funnel and is the *determining factor* between a lead and a conversion.

Test gated content to collect valuable information from your reader base. Ensure there is enough of the article visible to catch the readers' attention from the start.

Spark engagement and brand awareness early within the consumer lifecycle by driving to content pages and direct response landing pages.



Branded Content Distribution

Promote articles that highlight the brand in a way that feels organic. Try to remove the invisible barrier between business and consumer — make it personal!

Drive to video content with incorporated brand messaging (instead of pre-roll!) in an effort to include as much relevant and up-to-date information as possible.

Utilize e-commerce product guides with overt hyperlinks to purchase pages. This way, the consumer has multiple options and it facilitates a seamless buying process.

Campaign Best Practices | Strategy + Set-Up



First things first...

Before jumping into your first campaign, set your strategy to ensure a strong foundation.

Perhaps you're looking to maximize your pageviews and ad ROI, or scale strategic initiatives that are new and original to your brand?

Regardless of your overall objectives, creating a successful campaign starts with a secret ingredient: the [Outbrain Pixel](#)* — the key to unlocking our advanced targeting and optimization tools.

- ✦ **Install the Outbrain Pixel**
Our lightweight, robust pixel can track multiple conversion points *and* build audience pools for retargeting efforts.
- ✦ **Pixel Perks**
Syncs seamlessly with Google Tag Manager and Shopify, and unlocks access to advanced features such as Lookalike Audiences.

Next...

UTM tracking is imperative, as it allows you to review your performance and optimize** accordingly. Don't fret! It can be changed at any time before or after campaign creation.

You can begin building your UTM string [here](#).

Finally...

Spotlight your content creation skills! Be original and captivating, creating a variety of content shapes and sizes, from the ad basics to editorial formats and acquisition-driven landing pages.



*The Outbrain Pixel helps to ensure site clicks are heading toward conversions. Retarget users who've shown interest and reach new, ready-to-convert audiences straight from the Conversions section of the dashboard.

**Ensure your campaigns are maximized for cost-savings and clicks with the Bid Strategy workflow solution.



Connecting interest to action.

Outbrain is the world's leading performance-driven discovery platform. We drive conversion efficiency and ROI for thousands of top brands.

Discovery drives results.

Contact our experts.

www.outbrain.com
info@outbrain.com
[@outbrain](https://twitter.com/outbrain)

