



How BeerBazaar Opened a New Direct Sales Channel With Outbrain

Vertical

Food & Beverage

Goal

Increase online customer base and online sales

Background

BeerBazaar is an Israeli craft beer company, which recently began offering a home delivery service throughout the country to expand the beer scene to the comfort of people's homes.

In March 2020, the company and its media agency, Gecko Digital, partnered with Outbrain to boost online sales for the business.

Solution

Gecko Digital built a direct conversions campaign on Outbrain's platform to find beer enthusiasts and direct them to BeerBazaar's product purchase page.

In reaching new relevant audiences, different ads were delivered for desktop and mobile with a combination of Outbrain's advanced features. This included automated bid strategy optimisation, Lookalike Audience targeting, and remarketing for a more focused and targeted message to drive purchases. Moreover, the ad creatives were adapted to the target audience and time period in which they were running.



Results

Using Outbrain's platform, BeerBazaar succeeded in reaching new relevant audiences and creating a new channel for direct sales with excellent ROI.

33%

lower CPA than Instagram

84%

lower CPA than Google Display Network

15%

lower CPA than Facebook

"BeerBazaar and optimism are synonyms. With Outbrain, we multiplied our sales thanks to the effectiveness of the platform in reaching relevant audiences at the right time."

- Avi Moskovitz, CEO, BeerBazaar

Contact your Outbrain representative to learn more.