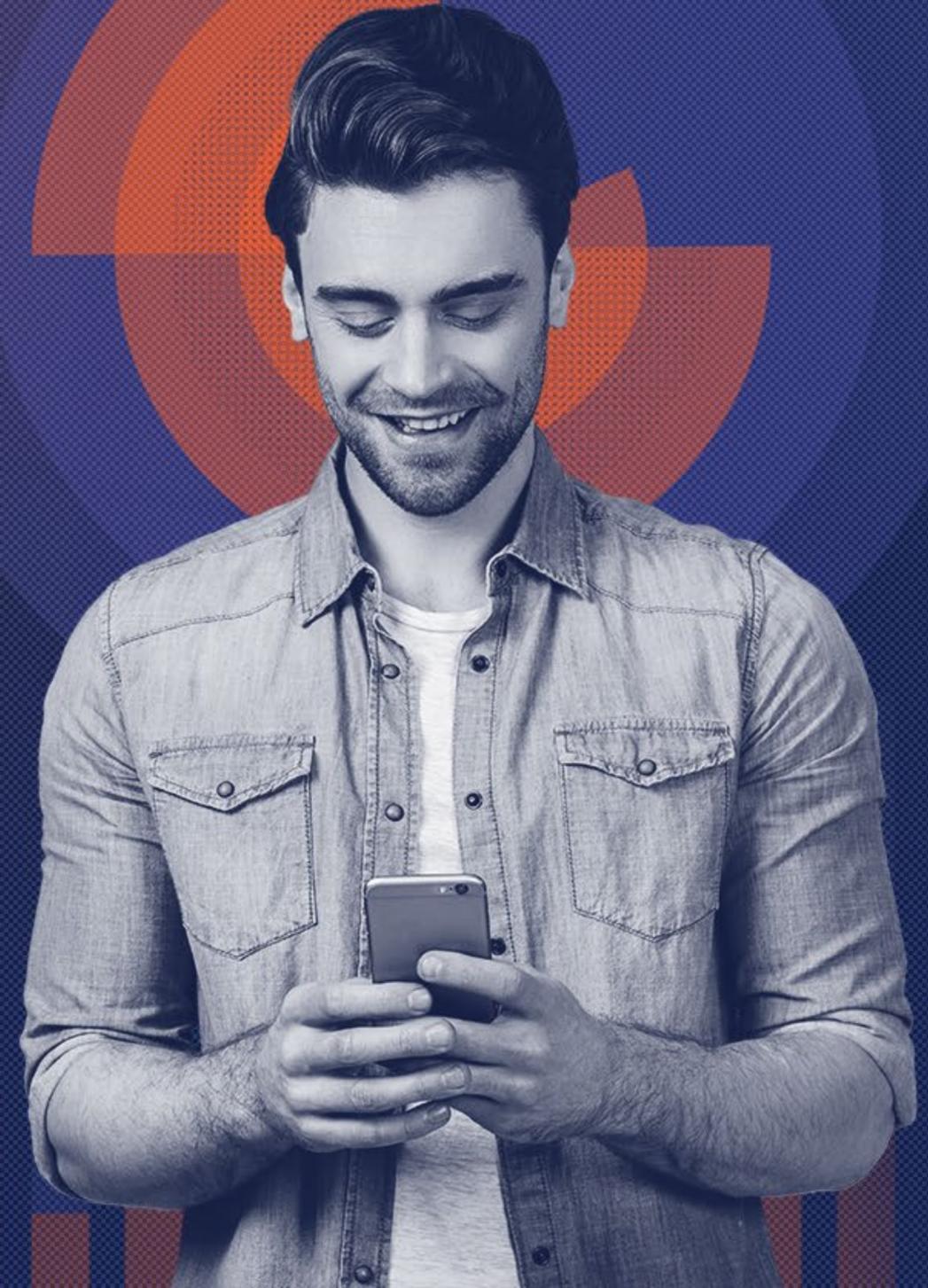


The logo consists of the letters 'OB' in a dark blue, sans-serif font, followed by a double slash '//', and a stylized orange number '3' with a white outline.

Never miss a campaign goal with
**Outbrain's suite of hands-free
auto-optimization tools.**



Platforms of the past required hours of manual work to get ad campaigns to perform and scale.

With OB3, we've created data-driven, automated methods to maximize results and eliminate effort.



1

Bidding Strategy



2

Audience Strategy



3

Creative Strategy



Bidding Strategy

Set an auto-optimized bid strategy to achieve your campaign goals.

Conversion Bid Strategy

Input your goal and let Conversion Bid Strategy do the rest.

Our machine learning and AI methodology auto-adjusts your strategy to hit your goals.



Fully Automatic

Drive as many conversions as possible with your budget.

- ✓ Dynamically bid across the sources that will drive most efficient conversions
 - ✓ Automatically adjust all aspects of your campaign to reach consumers likely to take action
- *Looking for more control over your bid strategy? Try our Semi Automatic mode.*



Target CPA

Drive as many conversions as possible at your target Cost-Per-Acquisition.

- ✓ Auto-bid across ads and sections that drive the most efficient conversions
- ✓ Guarantee your CPA goals are met rather than manually working your way to success



Audience Strategy

Utilize smarter targeting methods to reach your highest-value consumers. In addition to a wide range of first and third-party options, our proprietary auto-targeting methods help you reach conversion-ready audiences efficiently.



Lookalikes

Reach consumers who are similar to your most loyal customers.

- ✓ Use Lookalikes to automatically discover audiences whose behavioral patterns match your customer base
- ✓ Target audiences who mirror the behavioral patterns of your first-party audiences or past converters on Outbrain



Retargeting

Reach your audience with messages tailored to their past interactions with your brand.

- ✓ Track multiple touch points to understand actions consumers took after landing on your site or engaging with content
- ✓ Boost conversions and lower-funnel actions with custom messaging based on prior actions



3

Creative Strategy

Create a personalized experience for every consumer, auto-optimizing each placement and creative for the end user and environment.



Dynamic Titles

Auto-optimize your creatives for each consumer environment.

- ✓ Tailor your headlines to each consumer's location, and day of the week your campaign serves
- ✓ Drive more engagement with content tailored to when and where consumers interact with your brand



Dynamic Ad Formatting

Dynamically format your ad to resemble each publisher environment it appears on.

- ✓ Automatically format your creatives for every placement, engaging rather than interrupting your audience
- ✓ Appear on the placements predicted to drive the most clicks and conversions, powered by our proprietary algorithm

Proven To Maximize Cost-Efficient Actions

Outbrain's OB3 suite of optimization methods are proven to drive better outcomes, expanding the overall value of your campaign budget.

Up to **49%** Lower Customer Acquisition Costs

**Using Target CPA CBS*

25% Lower CPA on Average

**Using Target CPA CBS*

85% Higher Click-Through Rate

**Using Lookalike Audiences*

3+ Hours of Optimization Work Saved Per Week

**Using Fully Auto CBS*

135% Average ROAS

**Using Target ROAS CBS*

50% Higher Conversion Rate

**Using Lookalike Audiences*

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Ready to see what OB3 can do for you?
Reach out to your Outbrain representative.

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

