



# Royal Canin Engages Premium Pet-Loving Audiences with Outbrain's Native Awareness+ Suite

**Vertical**

CPG

**Objective**

Awareness, Consideration

**Product**

Native Display, Native Video

**Overview**

Royal Canin is a premium pet food brand, known for collaborating with leading scientists, veterinarians, and behavioral experts to provide unique nutritional needs for dogs and cats. Together with agency MediaCom, Royal Canin partnered with Outbrain to strengthen brand awareness and consideration outside of search and social channels. The campaign ran across Germany, Italy, and the UK via Outbrain's publisher network.

**Solution**

To drive premium brand awareness, Royal Canin leveraged two solutions belonging to Outbrain's Native Awareness+ suite: Native Display and Native Video. Both ensured maximum viewability thanks to brand exclusive, in-article placements with rich large-format creative.

Native Awareness+ also boosts brand impact through attention-grabbing, non-disruptive formats that deliver greater consumer engagement and interaction. In fact, brands that leverage Native Awareness+ achieve strong performance metrics, evidenced by an average CTR over 0.40%.

Royal Canin not only mirrored its existing social assets across trusted publishers on the open web, but drove stronger performance based on cost per quality site visit (CPQSV) — measured by a minimum 60-second dwell time on Royal Canin's landing page.



**Results**

Overall, Royal Canin's native advertising campaign with Outbrain was superior to social in terms of efficiency, with an average cost per quality site visit that was 33% cheaper, based on click & view through rates.

**-33%**

CPQSV vs. Social

**0.53%**

CTR with Native Display

**55%**

VTR with Native Video

The other partner we ran a native advertising campaign with delivered too high of a CPQSV. This caused us to rethink our partnership. As a result, we reached out to Outbrain to take over and based on the superior performance, the rest is history.

– Sina Breker, Digital Media Manager, Royal Canin