



# Bayer Raises Awareness About Women's Movement with Outbrain

**Products**  
Standard Smartads

**Vertical**  
Health

**Objective**  
Awareness

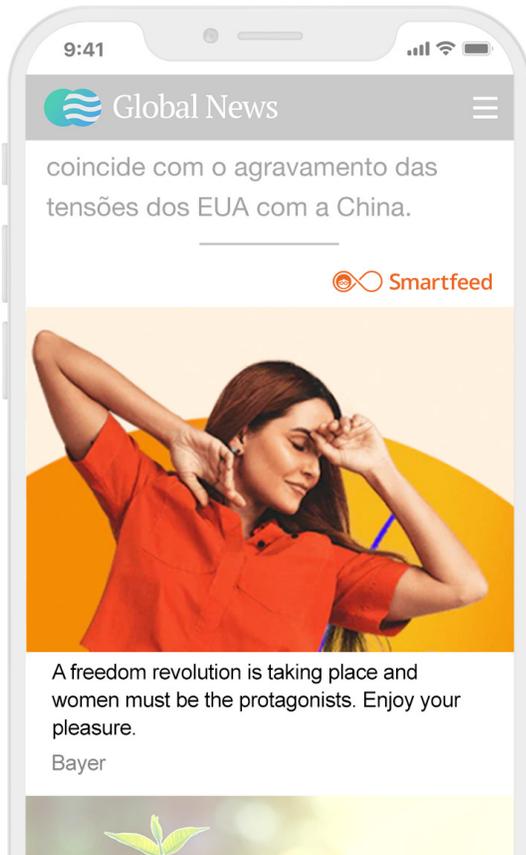
## Overview

Bayer stands out as a global leader and innovator in the healthcare pharmaceuticals industry. Together with the Crane agency, the company launched the Freedom Comes from Within movement to encourage and promote conversation surrounding women's health and sexuality. Through an all-digital campaign, Bayer sought to raise awareness about more modern and practical methods of contraception. Beyond activation on social media, search, and display, Bayer worked with Outbrain on a native advertising campaign to drive awareness about this movement on the open web.

## Solution

The campaign focused on spreading the Freedom Comes from Within movement by driving target audiences to its page describing the different contraceptive methods available.

Bayer therefore leveraged the Standard Smartad – Outbrain's classic native format that provides a clean and simple way to showcase a brand through a quality image, engaging copy, and optional call-to-action button. This ad experience, powered by Outbrain's Interest Targeting feature, helped reach the right audiences and efficiently scale conversions based on consumers' true interests. Using the multiple conversion pixel, Bayer was able to track different actions on the page and optimize the campaign.



## Results

**+19 million impressions**  
(Outbrain generated over 1/3rd of total campaign impressions)

**2nd best CPM**  
among all channels

**2nd best CPA**  
among all channels

“ Outbrain played a key role in the campaign by delivering constant performance improvements. This was only possible thanks to the close work between our teams and the tireless partnership with Outbrain. Support in analyzing the results, exchanging insights for optimization, and the ability to make adjustments throughout the campaign flight were crucial to achieving great results, where they were responsible for much of the campaign's traffic compared to other channels.

**Fabio Shimana, CEO Crane**