

Sky Sport Austria Increases Digital Revenue with Outbrain's Native In-Article Solution

Industry

Media

Goals

Sales increase

Products

Native In-Article

Overview

Sky is one of the world's leading media and entertainment providers. Beyond its many streaming services - from TV subscription channels to entertainment platforms - the media company also operates highly successful Internet portals. Among these is Sky Sport Austria, which leverages Outbrain's recommendation platform to increase revenues and user engagement through personalized content.

Solution

Initially, Sky Sport Austria implemented Outbrain's Smartfeed, a personalized feed experience that serves ads and editorial recommendations based on user interests. Promising early results led to an extension of the collaboration across in-article placements.

Outbrain's Native In-Article solution provides access to a range of new Smartad formats aimed at high viewability. Creative options include Native Display, Native Video and Native Social, which extends top-performing advertising campaigns from social to the open web.

This Native In-Article solution is powered by a sophisticated serving logic to ensure that the highest yielding Smartad format is delivered to audiences for maximized engagement rates and revenue potential.

"With Outbrain, we have found a partner who works with us to drive sustainable revenue development while keeping an eye on the user experience. Native In-Article has led for strong revenue growth in a very short period of time. In addition, we are very satisfied with the local account management team that supports us every step of the way."

- David Koppensteiner, Head of Ad Sales bei Sky Österreich Fernsehen GmbH



Results

The integration of Native In-Article enabled Sky Sport Austria to increase total revenues by 76%.

+76%
total revenue increase