

Outbrain Bid Strategies

Choose your goals, let us do the rest

Outbrain's bid strategies are automated campaign performance optimization solutions that adjust your bids according to your own goals, at every step of the marketing funnel.

Outbrain's automated bidding tools address both Engagement and Conversion goals, giving you the opportunity to identify and reach likely purchasers at an earlier stage and turn them into active consumers later on, at the best cost. Outbrain offers two primary bid strategies:



Engagement Bid Strategy (EBS)

is focused on reaching your most attentive and engaged audiences at the best cost by ingesting your first-party website analytics data within our bid optimization technology.



Conversion Bid Strategy (CBS)

is focused on optimizing your campaigns based on specific conversion goals, maximizing your campaign's efficiency, increasing your advertising ROI, and ultimately boosting profitability.

Goal	Available Bid Strategy	How It Works
Increase site visits	EBS - Clicks mode	Optimize your campaign traffic based on your ad clickthrough rate
Maximize time on site	EBS - Session Duration mode	Optimize your campaign traffic based on the Session Duration data pulled in from your Analytics platform*
Maximize post-click page views	EBS - Page Views Per Session mode	Optimize your campaign traffic based on the Page Views per Session data pulled in from your website analytics platform*
CPA or number of conversions	CBS - Semi-Auto mode	Adjusts CPCs at the impression level while letting you control your campaign's average CPC, according to your KPI
Maximize conversions within your budget	CBS - Fully-Auto mode	Adjusts CPCs to bring as many conversions within your preset budget
Reach a target CPA while maximizing the number of conversions	CBS - Target CPA mode	Adjusts CPCs to bring as many conversions as possible within your desired CPA goal
Reach a target return on ad spend while maximizing the number of conversions	CBS - Target ROAS mode	Adjusts CPCs to bring as many conversions as possible within your desired ROAS goal

*Google Analytics only. More analytics platforms to be supported soon.

To learn more about our different bid strategies, please reach out to your Outbrain representative, or contact our **Customer Success Team**.