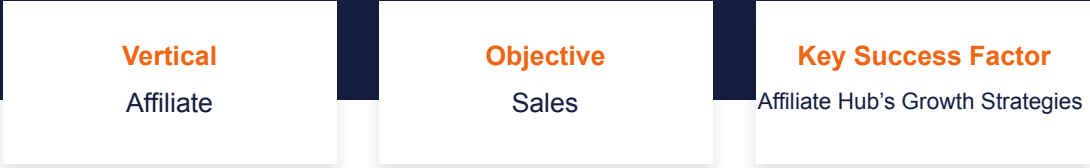




Outbrain Becomes Top Open Web Platform for Maverick Media



Overview

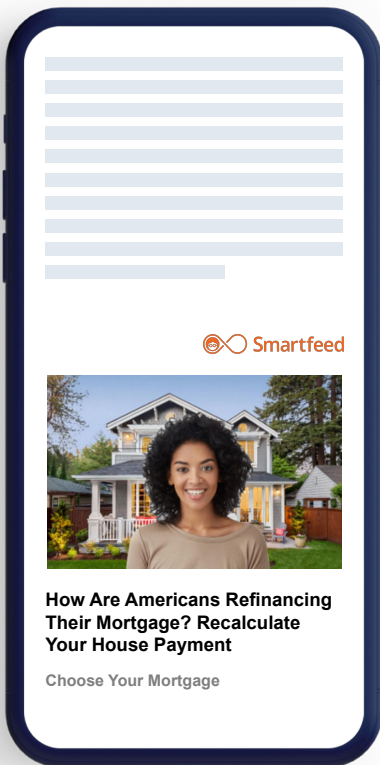
Maverick Media is a global performance marketing company with extensive experience in media buying services, helping clients increase revenue and profitability through effective digital advertising campaigns.

The focus of its partnership with Outbrain is to support its clients' marketing objectives by delivering the best available traffic on the open web. Using Outbrain as a recommendation platform, campaigns are served in highly viewable, brand safe environments for maximum performance results.

Key Success Factor

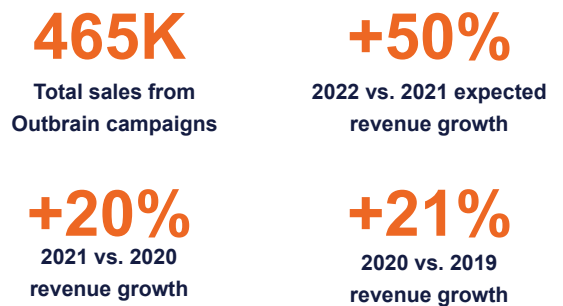
In a performance-based business, affiliate marketers are tasked with many moving parts in the process of generating leads, traffic, and sales.

This is where the strength of Outbrain's Affiliate Hub comes into focus, providing practical recommendations and insights, as well as advanced automation tools enabling more flexibility and time to focus on strategy. Combined with the expertise of Maverick's media buyers, the close partnership has made the process efficient when it comes to campaign approvals and the deployment of high-converting content, leading to strong returns for Maverick's clients.



Results

Maverick Media's numbers over recent years show the strength of this partnership, despite periods of economic uncertainty.



"We choose Outbrain for their high premium quality of traffic and the efficiency of their platform, but I also believe that the key of our mutual success has been the communication and the help that the Affiliate Hub Account Managers have provided daily. We look forward to continuing working with Outbrain and keep increasing our ROI with them".

Giuseppe Buscema, Head of Media Buying, Maverick Media SL