



Scarlet Achieves 2.7x Better CPA vs. Display, Attracts New Clients with Outbrain

Vertical
Telecom

Objective
Qualified Traffic,
Lead Generation

Product
Standard Smartad

Overview

[Scarlet](#), a brand under the Proximus group umbrella, is a major telecommunications company active in the Benelux region that offers subscriptions for internet access, digital television, mobile and home phone. Scarlet recently enriched its product offering with new bundles that include everything its customers need: broadband, mobile and TV.

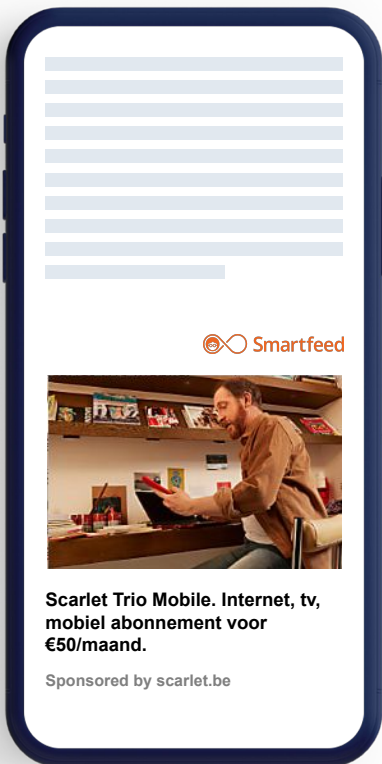
Following an awareness campaign on radio, TV, and OOH, Scarlet wanted to engage its target audience further down the funnel with the goal of attracting new clients. The company therefore opted for an ad-hoc boost campaign using Outbrain's open web recommendation platform to support its always-on activities.

Solution

Outbrain's recommendation technology gives brands like Scarlet the ideal solution to engage users, prime them for conversion, and scale campaign performance.

For this campaign, Scarlet relied on Outbrain's Standard Smartad, a non-intrusive format that matches the look and feel of the publisher site in which it appears. To help boost user engagement and spark action, Scarlet developed and tailored its creatives, making sure the images captivated consumer attention and its headlines were optimized for high CTR.

Looking to gain incremental engaged audiences, the brand implemented the Outbrain pixel to exclude audiences already familiar with the brand and target only new visitors, as well get a better understanding of its Outbrain campaign performance.



Results

Outbrain was the top-performing platform for Scarlet's engagement and conversion phases when looking at post-click and post-view conversions. Following these great results, Outbrain became a key partner for Scarlet's always-on campaigns.

4x

lower CPA vs. other open web platforms

-20%

cost-per-visit vs. objective

2.7x

lower CPA vs. Display

9x

lower CPA vs direct publisher network buying

"The performance of Outbrain's recommendations is really impressive. The level of CPA achieved, thanks to its pixel optimization, is the best we ever had in an engagement phase, outperforming all our regular channels for such important campaigns. I am confident we found in Outbrain an important partner for our media mix moving forward, starting with our next major campaign in a few months."

– Sebastien Ambassa, Programmatic & Direct Media Buying, Maxus