



# Outbrain's Pre-Roll Video Ads Outperform other Video channels for everdrop's Awareness Campaign

**Vertical**  
CPG

**Objective**  
Branding, Viewability, Completion

**Product**  
Pre-roll video ads

## Overview

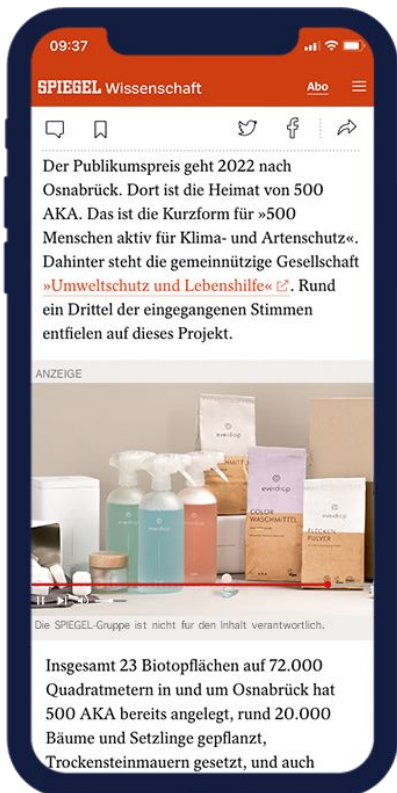
everdrop is a German company that produces sustainable, innovative, and stylish household products and natural cosmetics. Its mission is to enable people to live a more sustainable lifestyle with their plasticwaste-free and reusable products.

Using a video-first strategy, everdrop was looking to raise awareness of its household product range to German consumers. The company partnered with Outbrain to reach incremental audiences on premium publishers, with objectives of high campaign viewability and completion rate.

## Solution

everdrop leveraged Outbrain's fully contextually-powered pre-roll video experience that matches the brand message with the context of the page and the editorial video where the ad plays.

Outbrain's ability to create engaging experiences, using heightened contextual relevance and expertise in predicting what consumers are interested in, allowed everdrop to reach its target audience in relevant moments of high attention.



## Results

Outbrain's unique environment that places the brand's video ads within the article browsing experience allowed everdrop to successfully hit all of its KPIs of high viewability and completion.

**+20** points

Completion rate vs other video channels

**75%**

Completion rate through curated contextual segments

**72%**

Average viewability rate

"We're pleased to collaborate with Outbrain beyond engagement and performance objectives. They have been a great partner on our mid and lower funnel campaigns, and we're very satisfied with the awareness results. Outbrain's contextually powered video offering has allowed us to reach our viewability and completion targets in a brand-safe, premium environment. We're now very much looking forward to testing further its awareness offering."

– Anna Manganiello, Senior Native Advertising Manager, everdrop