



GB News achieves 38% revenue lift from Outbrain’s video and high-impact display experiences

Vertical
Publisher

Objective
Revenue

Experience
High-Impact Display, Video

Overview

[GB News](#) is a UK news channel that trusts Outbrain to empower its media business through predictive technology that connects engaged open-web audiences and drives business impact.

In an era of exponential digital content growth, publishers like GB News are tasked to capture the attention of ever-elusive audiences. Following the successful implementation of Outbrain’s feed solution, GB News enabled the prediction platform’s new high-impact display and video experiences across mid-article placements for incremental revenue generation.

Solution

The incorporation of attention-grabbing experiences from [Onyx](#), Outbrain’s branding solution for enterprise advertisers, helped GB News drive unparalleled attention and revenue. This was the result of attracting highly-engaged audiences – bringing higher CPM budgets and quality demand – and thereby rewarding quality editorial content with premium enterprise dollars.

With Onyx, publishers are better positioned to tap into the full potential of open-web advertising budgets from one partner across marketing funnel objectives.



Results

GB News saw double-digit lifts in revenue and attention following the activation of these new, premium experiences.

+57%

Avg. AU score vs. display benchmark*

+59%

Avg. AU score vs. video benchmark*

+38%

Avg. RPM lift

70%

Avg. video completion rate

*Adelaide Analytics benchmark; AU = Attention Unit

“The integration of Outbrain’s multiformat demand suite has helped us maintain the most positive experiences for our audiences while unlocking incremental monetisation opportunities. Outbrain continues to innovate in driving the highest value of audience interaction, and our partnership is further evidence of users prioritising their attention in high-quality environments.”

– Geoff Marsh, Chief Digital Officer, GB News Limited