

WeightWatchers

Qualified Traffic for WeightWatchers to Drive Conversion, Outbrain Outperforms Social and Display

Vertical
Health & Food

Objective
Qualified Traffic

Product
Standard Native & Retargeting

Overview

Inspiring healthy habits for real life is the mission of [WeightWatchers](#) (WW), a leading global company in scientifically proven weight loss and wellness programs.

With the rise of awareness and interest in health and fitness, the brand was looking for new ways to increase the reach of its media campaigns while generating highly qualified traffic and subscriptions outside of traditional channels, such as social and display. Outbrain's exclusive network of premium publishers, as well as its precise targeting capabilities, were key in WW's decision.



Solution

To hit on ambitious targets, WW and Outbrain split the campaign in two phases for maximum impact. The brand was quick to realize that leveraging Outbrain's precise cookieless interest targeting - categories such as business and finance, entertainment, health, and politics - combined with powerful creative assets helped create quality audience pools.

The campaign then built upon those audience pools to retarget relevant and engaged users with dedicated promotion and subscription offers. In addition to generating qualified traffic, Outbrain's contribution toward WW's acquisition goals was crucial in generating profitable conversions.

Results

Outbrain outperformed both social and display for WW's mid-funnel campaign while being instrumental in boosting lower-funnel results:



"Outbrain is a key contributor in generating cost-effective qualified traffic, continuously feeding relevant and engaged audiences as well as going above and beyond in terms of new visitors each month. It is one thing to outperform usual channels, but Outbrain plays in another league when it comes to mid-funnel KPIs. In addition to engaged users, the platform is also boosting our acquisition results."

Audrey Guillot - Lead Acquisition and Performance Marketing, WeightWatchers