Barceló
HOTEL GROUP

Outbrain Outperforms Other Open Web Platforms in Generating Qualified Traffic for Barceló Hotels

Vertical
Travel

Objective
Qualified Traffic

Platform
Outbrain Amplify

Overview

Barceló Hotel Group has been an integral part of the tourism sector since 1931, boasting a comprehensive portfolio of hotels and travel agencies.

Looking to expand its reach across Europe and the Americas, Barceló recognized the limitations of conventional channels, such as social, in terms of performance. Together with partner agency, Jakala, the group explored the opportunity of the open web to effectively generate quality traffic across these regions.

Solution

Recognizing the importance of engaging with more qualified potential customers at scale, Barceló and Jakala leveraged a prospecting campaign with Outbrain.

The campaign run across all targeted regions on Outbrain's network of premium publishers, aiming to engage with relevant audiences who were previously unaware of the brand but may have an interest in its offerings. Doing so, the campaign sought to introduce the brand to new potential customers, establishing a meaningful connection with previously untapped audiences, and driving qualified traffic.

Results

Following a successful first campaign in Spain and the U.S., the brand extended the campaign to other markets, such as Germany, Italy, Portugal, and the UK.
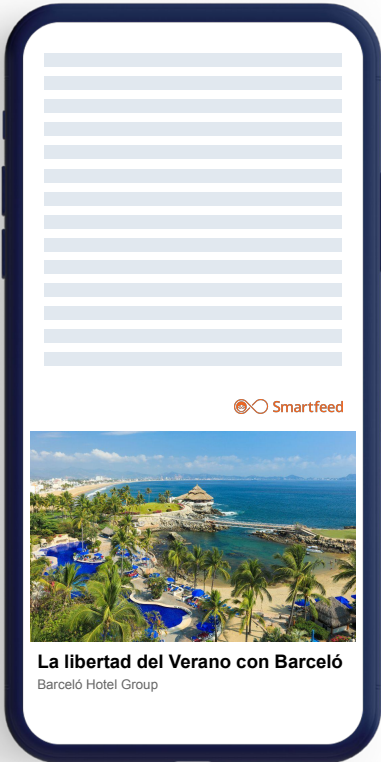
2x
average new users vs. other open web platforms

-41%
average cost per effective new user* vs. other open web platforms

*Cost per effective new user = cost to acquire a new qualified user (takes into account the percentage of users who visited the website but did not engage further)

∞ Smartfeed

La libertad del Verano con Barceló
Barceló Hotel Group

"Outbrain's not only elevated our new user acquisition efforts but also significantly reduced costs per acquisition in comparison to other platforms previously used. This partnership has surpassed our expectations by outperforming other platforms on our main objectives of reach and qualified traffic, solidifying Outbrain's pivotal role in our digital marketing strategy."

- Manuela Misuraca - Performance Marketing Manager, Barceló Hotel Group