

## CASE STUDY:

# ONLINE LANGUAGE LEARNING PLATFORM USES OUTBRAIN TO DRIVE REGISTRATIONS AND APP DOWNLOADS ON A GLOBAL SCALE.



### Solution:

Outbrain Amplify

### Vertical:

- Education
- Travel
- Technology
- Lifestyle

### Key Themes:

- Multi-language campaign
- Content to conversion
- Evergreen content

**Overview:** Babbel is an online language learning platform. It provides everything you need to speak, write, and understand a new language. Users can learn 13 languages whenever and wherever they want – on their computer, tablet or smartphone. Founded in 2008, Babbel now has over 20,000,000 users from more than 190 countries.



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We were able to see clear and direct results through increased traffic, registrations and subscriptions. We quickly took advantage of Outbrain's global reach, expanding the content we amplify to include five other languages aside from English, enabling us to promote our magazine all around the world.

EDWARD WOOD  
Senior Content Marketing Manager, Babbel

**Goals:** Babbel aims to raise awareness of its learning platform and how easy and affordable it is for people to learn a new language. Babbel uses its online magazine as a Content Marketing channel, to reach potential new learners and ultimately achieve more registrations and app downloads.

**Solution:** The scalability of distribution through Content Discovery is instrumental to the continued growth of Content Marketing as a channel within Babbel's Performance Marketing portfolio. Babbel amplifies its content across Outbrain's publisher network, targeting relevant audiences across several countries, languages and devices. Outbrain is able to geo-target relevant readers depending on their location and language. For example, those reading English language sites in Germany may be targeted with content on learning German, or people located in California may be shown content relating to learning Spanish.



### RESULTING IN

# 4.5 MM

USERS ARE DRIVEN MONTHLY TO THE BABEL MAGAZINE

# 80%

OF REGISTERED USERS ARE NEW

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### Their content strategy:

Headquartered in Berlin, Babbel's in-house content team has grown from a single person to a team of nine, with at least one writer for each of their main languages (English, German, Portuguese, Italian, Spanish and French). The team focuses on creating interesting, evergreen content that appeals to a young, online and travel savvy target audience. Content Marketing has become a valuable addition to Babbel's digital marketing strategy, adding an extra layer of verbosity and sophistication on top of more traditional channels.

Regular editorial meetings ensure that the Babbel Magazine is creative, fun and appealing. Video is becoming an ever larger focus for Babbel, encouraging more comments and interaction with the audience. Content includes tips, advice and lifestyle, with a particular focus on the polyglot [Youlden twins](#).

The Youlden twins, who each speak over ten languages and were featured on the magazine, were subsequently invited to appear on national television in Germany. The show's presenters challenged the twins to [translate Turkish sentences](#) after they had learned the language in just one week using the Babbel app.



**Results:** Babbel began by trialling Outbrain with just one article – “10 tips and tricks to learn a language”. After seeing positive results Babbel expanded the campaign and it now uses Outbrain to promote a broad range of content across different countries, languages and platforms.

The number of registrations coming from the amplification of the magazine's content increased by a three-digit percentage in the first month in which Babbel worked with Outbrain. Outbrain became one of Babbel's biggest traffic providers driving 4.5 million users each month to the magazine, 80% of which are new.

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**“The Editorial Team at Babbel have grown into truly sophisticated content marketers, creating authentic content and always willing to try something new. It has been thrilling to enable their Performance Marketing to grow, starting very small in only the English language to now providing cross-boarder, multi-language traffic across the globe!”**

MAGDALENA FLICK  
Account Strategist DACH, Outbrain