

# SUCCESS STORY: SINGAPORE EDB ATTRACTS AND ENGAGES SENIOR BUSINESS DECISION-MAKERS WITH OUTBRAIN



## SOLUTION

- Outbrain Amplify

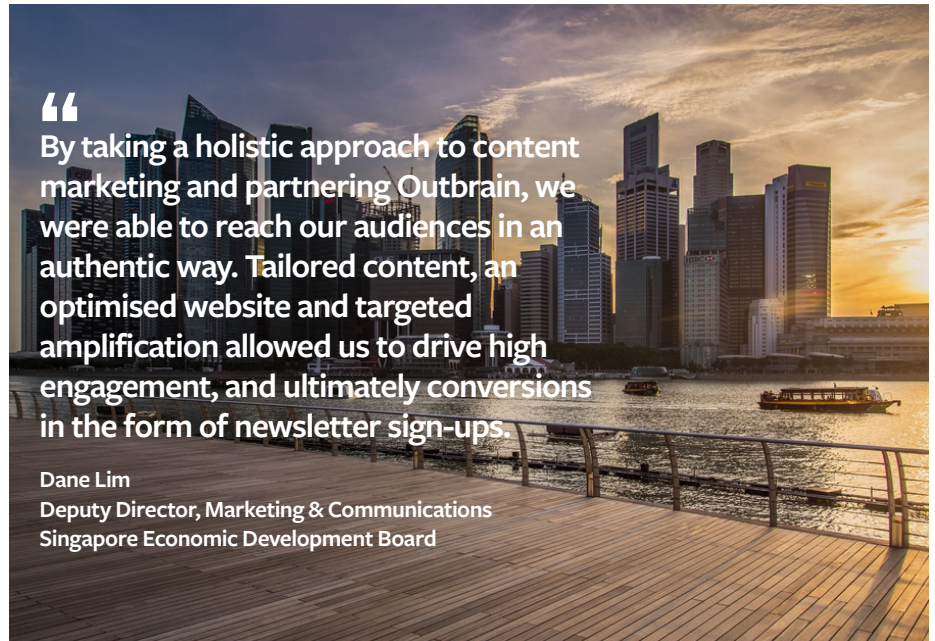
## VERTICAL

- Government & B2B

## KEY THEMES

- Reaching the Right Audience
- Filling the Top of the Funnel

**Background:** The Singapore Economic Development Board (EDB) is the lead government agency in charge of attracting foreign direct investments into Singapore and building the country's reputation as a global business centre.



**Overview:** In March 2014, EDB re-launched Singapore Business News (SBN), a digital publication covering key Singapore FDI announcements and Asian business trends. SBN offers a variety of resources such as case studies, news articles and videos, all designed to create value for investors and companies interested in business in Asia and Singapore. EDB wanted to grow SBN's subscriber base and increase content distribution with the business audience in the United States.

## HIGHLIGHTS

**90%**  
FIRST-TIME VISITORS TO SBN

**> 900**  
ENGAGED USERS DAILY\*

**+400%**  
Increase in  
click-through rates

**3 MINS**  
Average time  
spent on site

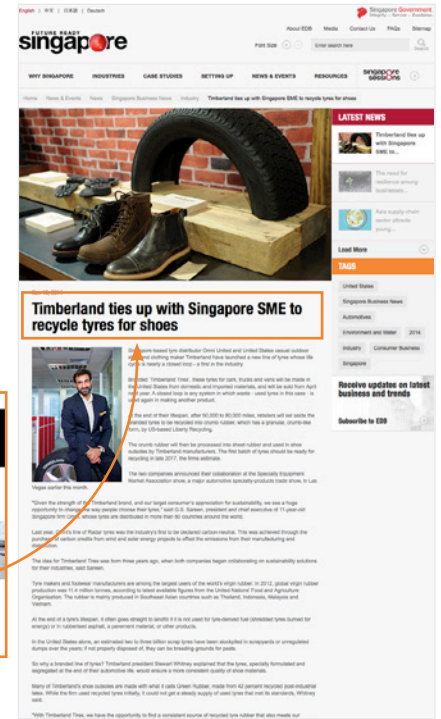
**\*66%**  
Increase in engaged users  
since campaign launch

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## ABOUT OUTBRAIN

Outbrain is the world's largest content discovery platform, bringing personalized, relevant online, mobile and video content to audiences and helping publishers understand their audiences through data.

Outbrain works with over 100,000 sites and generates over 14 billion page views per month for top-tier publications like: CNN, BBC, Hearst, Slate, Fast Company, The Telegraph, The Guardian, ABS-CBN, Channel NewsAsia, AsiaOne, The Times of India, Sydney Morning Herald, South China Morning Post. Founded in 2006, the company is headquartered in New York with 17 offices globally, including the U.S., U.K., Israel, Singapore, Japan and Australia.



**Solution:** With a reach of over 190 million unique visitors in the US alone, Outbrain helped EDB connect with new audiences and drive traffic from premium publishers. In April 2014 EDB, through their media agency MEC, launched its campaign with Outbrain using the extensive range of news stories and infographics from SBN. The campaign quickly increased traffic and engagement on the website. This could be attributed to the quality content that was being amplified and to the ongoing optimization support from Outbrain. EDB also kept the content fresh, publishing stories on a regular basis.

## RESULTS

**IN JUST 6 MONTHS**  
**SBN'S DAILY TRAFFIC INCREASED BY 40%**  
 THROUGH CONTENT OPTIMIZATION, EDB  
 IMPROVED THEIR HEADLINE CLICK-THROUGH RATES BY 400% AND  
**ATTRACTED ABOUT 900**  
**NEW VISITORS DAILY**