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

By taking a holistic approach to content marketing and partnering Outbrain, we were able to reach our audiences in an authentic way. Tailored content, an optimised website and targeted amplification allowed us to drive high engagement, and ultimately conversions in the form of newsletter sign-ups.

Dane Lim
Deputy Director, Marketing & Communications
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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