CASE STUDY:
HOW TO COMBINE BRANDING AND CONVERSION BY AMPLIFYING POSITIVE PRESS? THE QASHQAI LAUNCH EXAMPLE

Solution:
Outbrain Amplify

Vertical:
• Automotive

Key Themes:
• Retargeting

Overview: To ensure maximum media exposure of the new Nissan Qashqai, Outbrain and OMD recommended combining positive earned media amplification (from specialised and general press) and a retargeting programme.

Their goals:
1) Branding: get the new Qashqai discovered by a wide targeted audience.
2) Conversion: drive engaged users to Nissan’s website to book test drives.

Results:
Branding: Outbrain helped Nissan boost their launch visibility with over 54,000 visits to the positive reviews and 23 million impressions on Outbrain’s network.

"Amplifying highly positive press represents a huge potential for brands, especially for the automotive industry."
WAHIBA BOURGOU
Digital Buying Director, OMG

OVER 54,000 VIEWS
ON OUTBRAN’S NETWORK

23M IMPRESSIONS
OF THE EARNED MEDIA

Nissan dropped its CPC down by 28% as the campaign optimised.

Retargeting: Outbrain was the most efficient channel out of the 3 activated on this campaign with the lowest bounce rate of 44% on Nissan’s commercial website, and an acquisition cost 20 times lower than the other channels.

44%*
LOW BOUNCE RATE, ONLY

20X
ACQUISITION COST, LOWER*

* 50% or less is considered excellent. (internetmarketingninjas.com)
+ compared to other channels used.
CASE STUDY:
HOW TO COMBINE BRANDING AND CONVERSION BY AMPLIFYING POSITIVE PRESS? THE QASHQAI LAUNCH EXAMPLE

Solution:

1) **Significantly boost the earned media visibility** by amplifying through Outbrain’s network of sponsored links. Thanks to their reach (over half a billion unique users globally), Outbrain were able to guarantee scale to reach a highly qualified audience.

2) **Create a qualified audience segment.** Outbrain’s technology allowed Nissan to easily qualify an engaged audience, thanks to algorithms based on contextuality, popularity, temporality, behavioural, pricing, geography and device type, among others.

3) **Optimise conversion and retargeting.** To optimise conversion, the audience exposed to the positive reviews were retargeted to visit Nissan’s website to book a test drive. This was implemented through the integration of an App Nexus tracking pixel provided by OMD.

PRESS AMPLIFICATIONS EXAMPLES VIA OUTBRAIN’S WIDGETS