

CASE STUDY:

AMPLIFYING AND RETARGETING REVIEWS GENERATES 48% BETTER CONVERSION THAN SITE RETARGETING FOR SEAT.



SEAT

Solution:

- Outbrain Amplify
- Retargeting

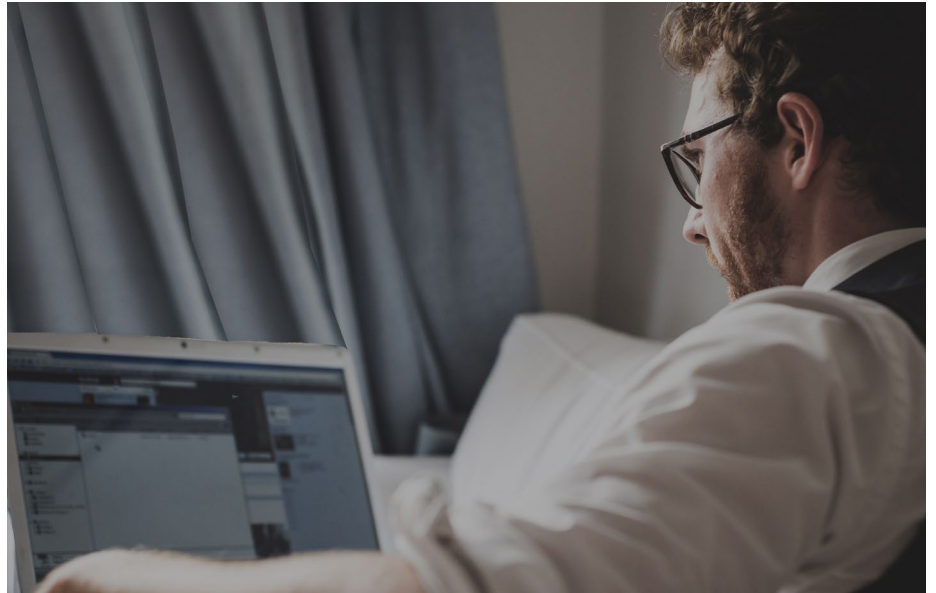
Vertical:

- Automotive

Key Themes:

- High Conversion
- Retargeting

Overview: SEAT is an international automobile manufacturer. Its website contains a wealth of high-quality content including rich video and photo media, geo-location tools, test drive apps and downloadable brochures. They also gain a vast amount of positive product reviews generated from the automobile press in the UK.



Their Goal: SEAT wanted to build awareness around three of its flagship models, drive traffic to its website and encourage visits to both the test drive booking page and the brochure download page.

Results: SEAT's decision to amplify 3rd party positive car reviews on UK publisher sites, led Outbrain to deliver a 48% better conversion rate against visits to test drive bookings and brochure downloads pages, compared to post site banner retargeting.

RESULTING IN

48%

BETTER CONVERSION RATE
THAN STANDARD VISITOR
RETARGETING ALONE

1,400

CONVERSIONS IN A MONTH

£14

COST PER LEAD*

* Outbrain's cost. Display retargeting of visitors to seat.co.uk

"At SEAT we consider independent and credible reviews to be a vital part in the customer's purchase process. By using Outbrain, we have been able to maximise number of visits to these reviews. Through Outbrain's promotion we lowered our cost per lead for test drive requests, making them a critical part of our overall marketing mix."

CLAUDIA ULRICH
COMMUNICATIONS MANAGER, SEAT



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Solution: PHD, SEAT's media buying agency applied an innovative approach to content marketing by combining amplification of positive third-party press coverage with display advertising and retargeting.

By using Outbrain's technology, earned reviews for the SEAT models were amplified on relevant publications such as The Telegraph, Auto Express and WhatCar?. As a result, a thousand consumers visited the "Take a Test Drive" page and 400 downloaded the product brochure, at a cost-per-lead of £14.

To support this, retargeting pixels were integrated into the Outbrain content recommendation links, enabling readers to be retargeted across the web after reading a review.

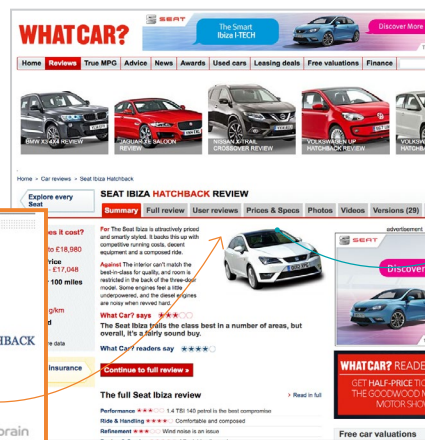
1

SEAT amplifies positive reviews across Outbrain's premium publisher sites.



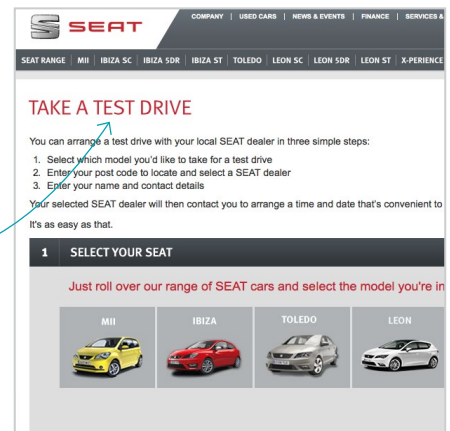
2

Audiences consume SEAT's reviews and a cookie is dropped to "tag" them for future retargeting.



3

After having read the review, consumers access SEAT.co.uk to book a test drive or download the product brochure.



AN INSIDER'S VIEW

"Credible third-party reviews offer an external voice trusted by the consumer. However, brands don't always like the lack of control that comes with this. Clients often hesitate as they are not sure how to measure the ROI and how to continue to drive these visitors down the purchase funnel.

PHD and SEAT have, through clever measurement, managed to track the impact positive reviews have on the purchase decision process. They have taken the concept a step further by also adding promotional prompts, such as display units, surrounding the reviews and retargeting the readers with display across the web. It's a perfect example of multiple channels working together to achieve great results for the client by building an effective campaign ecosystem."

EVELINA JARBIN
Head of Account Strategy - Outbrain UK