

Vertbaudet: Generating a qualified audience for your e-commerce website through blogging

Background

Vertbaudet, an e-commerce website specializing in children's fashion, was looking to advertise its flagship product, indestructible pants, through a “sponsored” blog campaign.

“E-journalists,” designated by the brand, wrote about the quality and usefulness of the product on their respective blogs. and as an add-on to the editorial content they created, the bloggers directed their audiences back to the online store through links and banners.

Aim

The following were Vertbaudet’s 2 main aims:

- 1) To significantly increase the visibility and audience of the sponsored blogs to enhance the reputation of the indestructible pants
- 2) To optimise the number of visitors who converted by visiting the Vertbaudet e-commerce website after reading the blog

Solutions

To achieve these objectives, Outbrain recommended the following solutions:

1) A personalized, unique reading experience

Vertbaudet's aim was to make this product known to the widest and most interested audience. Outbrain's « **Discovery** » proposal was the perfect solution. The algorithm-based technology recommends content through its network of premium publishers to users based on their interests and preferences.

The identified audience was qualified in three ways:

- the reader is identified through data as being potentially interested in this kind of content
- he/she then goes on to click on the link that interests him/her
- Finally he/she is convinced by the blogger's positive content, before having the option of being redirected to the online store

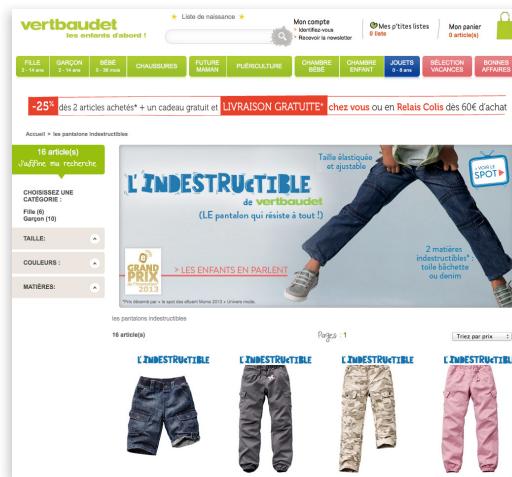
2) Significantly boost the visibility of the “sponsored” blogs

By definition, bloggers have a limited readership. With a Reach of 70% within France (Source: Comscore-December 2013), Outbrain reaches a large majority of Internet users, guaranteeing Vertbaudet that their content will be seen by a wide audience.

2) Optimizing Cost per Acquisition (CPA)

Outbrain was able to optimise the CPA in 2 ways:

- Due to a very high level of clicks, they were able to significantly reduce the CPC (Cost per Click).
- Moreover, with the help of a conversion optimisation tool, Outbrain's teams were able to drive the majority of traffic to the bloggers with the highest levels of conversion (i.e. visiting the online store).



Results

Outbrain has been able to substantially grow the visibility of Vertbaudet's iconic product through quality content. Outbrain's collaboration with the brand resulted in a **62%** decrease in the cost per visit to the online store.

This campaign was based on a win/win situation that benefitted both Vertbaudet and the bloggers. Vertbaudet significantly enhanced the promotion of its product, indestructible pants, within the blogging community, as well as across a wide, **targeted, interested** audience on the major media websites: TF1, France Télévision, Libération, 20 Minutes, le Nouvel Observateur, Grazia, 750G, etc.

“ This campaign greatly helped to grow the visibility of the sponsored blogs (50% more unique visitors reached, compared to sponsored blog campaigns run without paid media), and thus significantly increased visits and sales on vertbaudet.fr (40% more traffic and 50% more conversions).

- MAUD FAULON, TRAFFIC MANAGER AT VERTBAUDET

“ These blogger campaigns are very qualitative, and are booming on the Outbrain platform. They deliver great results every time. Vertbaudet goes even further and proves that it's possible to optimize conversion for an online store using blogger content. We have identified true potential for e-commerce brands!

- FABIEN SCHWARTZ, SENIOR ACCOUNT MANAGER AT OUTBRAIN