BLINKIST INCREASES APP DOWNLOADS WITH OUTBRAIN

OBJECTIVES
- App Downloads
- Subscriptions

PRODUCTS
- Multiple Conversion
- Optimization
- App Download Tracking

OVERVIEW
Blinkist is an app that condenses more than 2,000 nonfiction books into digestible recaps that take 15 minutes to read or listen to, empowering people to learn the essential ideas from the best books in a chosen field. Blinkist built a marketing strategy that leverages their own online magazine - drawing on content about learning, productivity and knowledge to raise awareness for their offering and drive subscriptions. Blinkist worked with Outbrain’s Native Discovery as a primary channel to reach qualified users and optimize for two types of conversions: app downloads and subscriptions. In partnership with Outbrain, Blinkist generated up to 50,000 downloads per month. Ongoing optimization and a qualified audience ensured a 50% higher time-on-site than Search and a 50% lower CPC than Social. Furthermore, the server to server mobile app tracking with Adjust provided a comprehensive view and optimization of downloads directly in the Outbrain Amplify Dashboard.

RESULTS

- **50,000** App downloads per month
- **25X** More monthly downloads since month 1
- **50%** Higher Time-On-Site Vs. Search
- **>50%** Lower CPC Vs. Social
- **20%** Conversion Rate of Outbrain users clicking on the App Store link

EXPERIENCE
“Outbrain is very valuable to our marketing mix, as its traffic has a higher view-attribution rate than other channels. This means those who have read an Outbrain article tend to have a stronger impression of Blinkist than if they were exposed to a typical app install campaign, and will be more likely to convert. Outbrain is the future of online marketing. You might put all of your eggs in Facebook and Google, but native advertising is how you can capture the rest of the internet. Our campaigns are not only profitable, but also provide valuable content to the world.”

SANDRA WU, DIGITAL MARKETING MANAGER, BLINKIST