

BLINKIST INCREASES APP DOWNLOADS WITH OUTBRAIN

CASE STUDY



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 subscribers. 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%

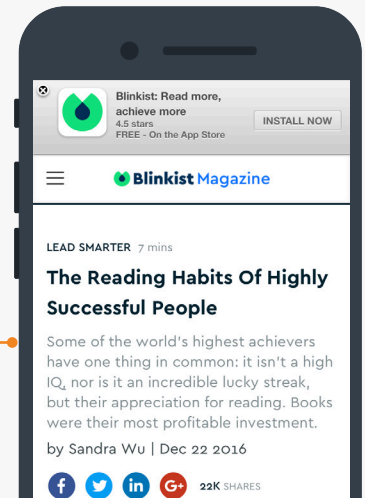
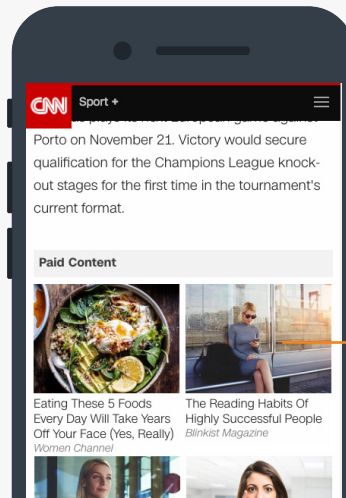
Higher Time-On-Site
Vs. Search

>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



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