



Outbrain's Video Discovery Campaign with Israel's Ministry of Tourism Proves Powerful Results

Native video functionality captures audiences in content discovery consumption mode and sees 54% completion rate.

FOCUS

Overview

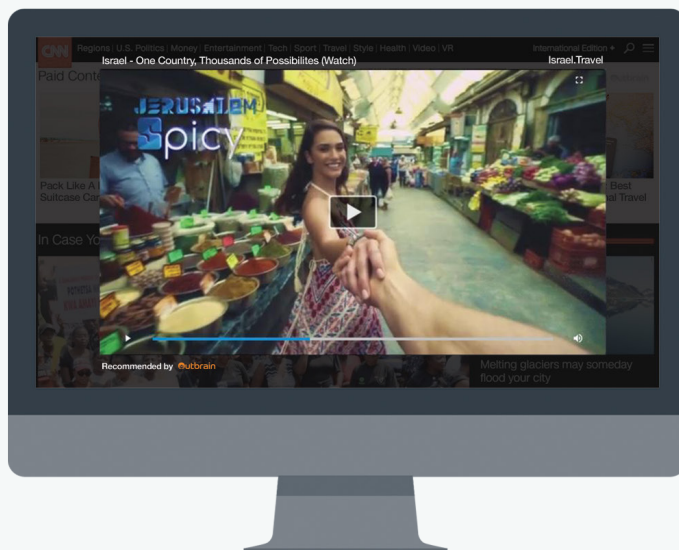
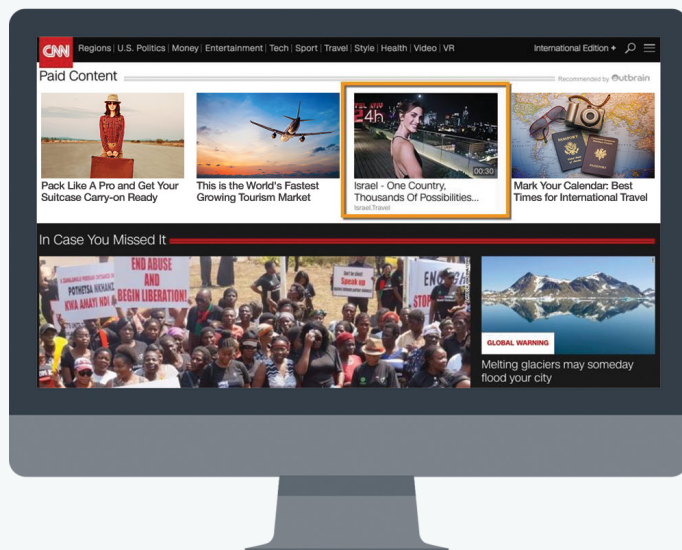
Israel's Ministry of Tourism and their agency Sepros Digital Marketing were looking to drive tourism for Israel by positioning the country as a cultural hotspot for all things food, culture, nightlife, entertainment, adventure, and fun in the sun.

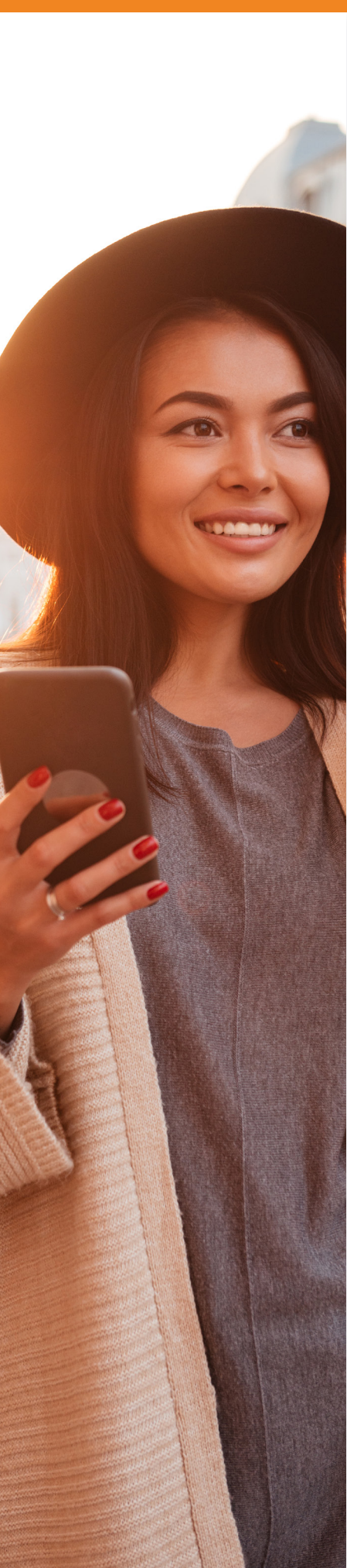
Recognizing video as an extremely valuable channel for generating awareness and desire, the team set out to create a high-impact, 35 second, video-centric campaign that would leave audiences longing for more. To capture the attention of users, Israel's top model was recruited to lead viewers by hand through some of the various destinations and experiences available in Jerusalem and Tel Aviv.

Outbrain's New Native Focus (Click-to-Play) Video Experience

To reach potential travelers, the Ministry of Tourism leveraged Outbrain's new click-to-play video tool. Benefits include:

- Fully opt-in
- 100% viewability, full sound
- A non-intrusive experience
- Desktop (large player in a pop-up overlay) and Mobile/Tablet (full screen) applications
- CPC pricing (Pay only for views)





Focus Video Meets Discovery Mode

Unlike common paid video channels that either push instream video ads in an intrusive way or present them to users while scrolling through their social feed when low on attention, Outbrain's **Focus** (Click-To-Play) videos pull users in during their content consumption state of mind, while browsing through their favorite publisher's site.



Focus Video Discovery Drives Results

The video completion goal for this campaign was set for 20%. Following a 3 week test, the Outbrain video campaign outperformed with 54% watching the full video. The power of choice with click-to-play led to strong engagement from our audience.

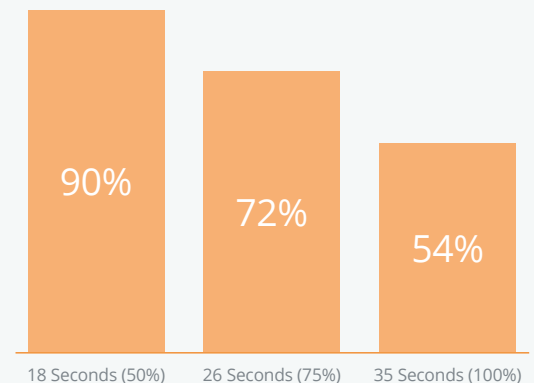
2.7x

Higher Completion Rate

54%

Viewers Watched
the Full Video

Video Completion Rate



Branding a Land of Possibilities

While inhabitants of Israel have long known of its captivating cultural treasures and heritage sites, Outbrain has helped The Ministry generate awareness and awe from those still unfamiliar with its blend of antiquity and contemporary, resulting in lasting impressions that will inspire a whole new population with a sense of intrigue and adoration for the land of creation.

"Outbrain is playing a significant part in our marketing efforts and has long proven itself as a source for highly engaged audiences. It's no surprise that we are finding this high level of engagement also in our Video activities."

Eyal Varshisky

Global Digital Advertising Manager for the Israeli Ministry of Tourism, Lapam