

CASE STUDY

Outbrain & Agency GeistM Increase Customer Sign-ups



Vertical

Food | Health

Goal

Sign-Up for Meal Plans

Products

- Lookalikes
- Interest Targeting
- Custom Audiences
- Bid by Section

Overview

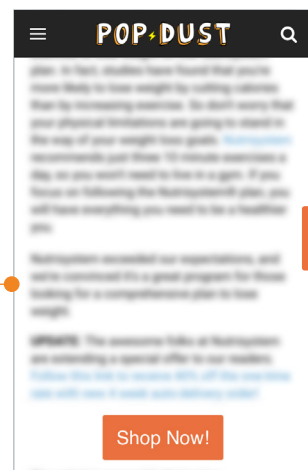
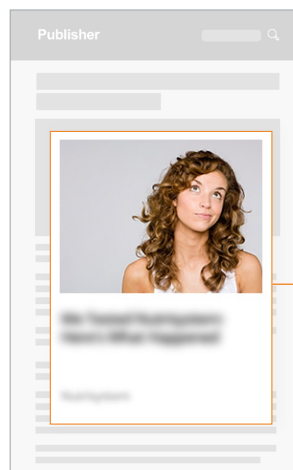
GeistM, a leading performance marketing agency known for its expertise in driving acquisition at scale for brands of all sizes, partnered with Outbrain to drive new sign-ups for its client, a leader in the weight loss space. GeistM and Outbrain designed a highly segmented strategy to isolate top performing variables and expand audience, which provided a blueprint for success for all Outbrain campaigns.

Solution

GeistM leveraged several Outbrain targeting solutions to drive and increase signups for this weight loss service. Custom Audiences with email exclusions allowed for a campaign focus on first time orders. Lookalike Audiences modeled the content consumption behaviors of existing customers across the Outbrain network, and identified new audiences with similar profiles to scale and drive higher conversion rates. The weight loss company also targeted audiences with interest profiles that historically have driven the highest performance using Interest Targeting. Bid by Section was regularly employed to concentrate spend on top performing properties. By systematically implementing these targeting tactics and allowing them to work together, the brand was able to achieve higher CTRs, more conversions, and lower CPA.

"We rely on Outbrain for new customer acquisition efforts and now with our optimized targeting strategy, we feel confident in our ability to identify top performing copy and maximize ROI across all our clients."

Sameet Durg, Chief Strategy Officer, GEISTM



Shop Now!

Shop Now!

Results

50%
CTR Increase

52%
CVR Increase

6%
Lower CPA