

# Frankfurter Allgemeine Zeitung Increases App Downloads with Bid Strategy from Outbrain



Frankfurter Allgemeine

## Overview

The Frankfurter Allgemeine Zeitung (F.A.Z.) is one of Germany's leading newspapers and an influential voice on both the national and global stage. In addition to its print edition, digital channels FAZ.NET, the e-paper, and apps are also among the most important products in the company's portfolio. To draw new users' attention to F.A.Z. apps and increase downloads, the German news media company collaborated with leading native discovery platform, Outbrain.

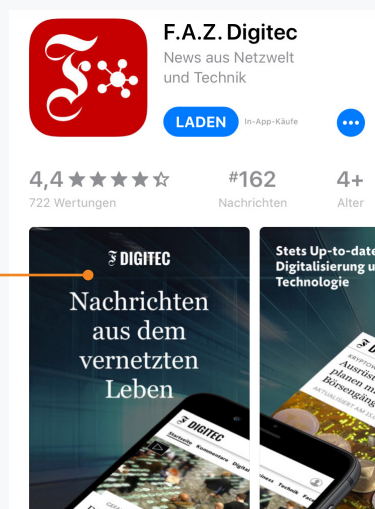
## Solution

A great advantage for publishers seeking to generate digital subscriptions or app downloads is the great affinity Outbrain users have for high-quality content. Recommendations for F.A.Z. apps were based on attention-grabbing placements in the Outbrain network and relied on proprietary interest data to reach audiences with content they truly care about.

F.A.Z. used Outbrain's Bid Strategy to improve the campaign's efficiency. With this tool, the advertiser defines KPIs, such as app downloads or other conversion metrics. With the support of machine learning, Outbrain then automatically optimises granular campaign settings that contribute to achieve the pre-defined goals.

## Results

Bid Strategy proved to be an excellent tool to reduce cost per action and drive conversions. F.A.Z. reduced the CPA for app downloads by 23% compared to regular campaigns and increased CTR by 35%.



**-23%**  
CPA Reduction for App Downloads with Bid Strategy

**+35%**  
CTR Increase with Bid Strategy

*"With Outbrain's Native Discovery, we have found exactly the right channel to acquire users who are interested in high-quality content and news cost-effectively. Bid Strategy has proven to be an excellent tool for CPA optimisation."*

**Nihan Meral, Lead Generation Manager, Frankfurter Allgemeine Zeitung**

Contact your Outbrain representative to learn more about app download campaigns.