outbrain

CASE STUDY

BuzzFeed

Buzzfeed Propels Amazon Prime Day Shopping With Outbrain

| **Vertical**	**Goal**
Publisher / Media	Maximize traffic at efficient CPCs

Challenge & Goals

BuzzFeed Shopping features listicles promoting products. In anticipation of Amazon Prime Day, BuzzFeed wanted to ramp up traffic to their shopping page, ultimately focusing attention on Amazon Prime Day–specific listicles. The goal was to drive an enormous pool of new visitors to this content over a concentrated time period.

Solution

BuzzFeed leveraged Outbrain's global premium publisher network and interest targeting to drive traffic. They first experimented with content in the week leading up to Prime Day to identify top content and optimize CPC. By the time Prime Day rolled around, all promoted content focused on the main event and there was a constant replenishment of new ads and campaigns.
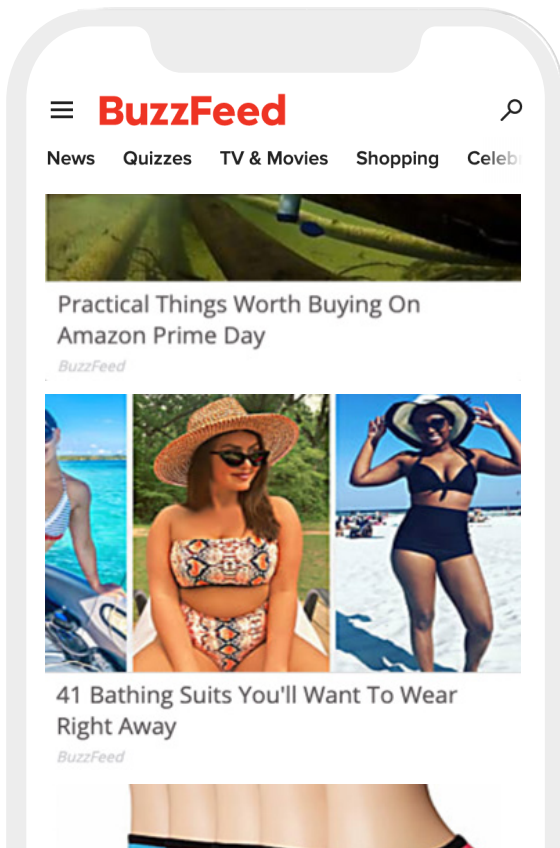
Results

Key learnings from the ramp up and the sheer number of campaigns led to meeting traffic goals cost efficiently over the 2 day Prime push. BuzzFeed ultimately increased initial budgets to maintain this momentum.

904K+	**50% Avg**	**1 week**
Content Clicks	CPC Reduction *(Varied By Country)*	Delivered Full Budget

> "Holidays are a high priority for our site and our affiliate partnerships are an important part of our business. Outbrain helped drive the incremental traffic we needed in this intense, short timeframe all while controlling for CPC to ensure we hit goals. Based on these successes we are looking forward to working together again for Black Friday/Cyber Monday.

– Kendall Larkin, Sr. Affiliate Manager – Paid Social Distribution, BuzzFeed

To learn more about driving traffic to your affiliate partners, reach out to your Outbrain representative.