

Vodafone: Outbrain is 2X More Profitable than Display and Other Native Channels



Objectives

- Generate Leads

Products

- Outbrain Amplify

Overview & Results

Vodafone is one of the largest telecommunications companies in the world, offering technology, products, and services across the globe. The company partnered with Outbrain, the world's largest native discovery platform, to bring to its customers' attention three of its products - One, Voice, and Fibre.

Interested users could fill out a form to get more information from Vodafone. Through A / B testing of headlines and images as well as continuous campaign optimisation, Vodafone was able to engage a qualified audience on Outbrain's premium publisher network. As a result, Vodafone achieved a 175% higher click-through rate than comparable native channels.

In addition, Native Discovery enabled Vodafone to maximise traffic to its product pages. Outbrain was the most profitable lead generation channel compared to other platforms, with a cost-per-lead (CPL) 53% below other native channels and 9% lower than display. These impressive results were the reason Vodafone continued its partnership with Outbrain and invested more of its budget into native advertising.

-9%

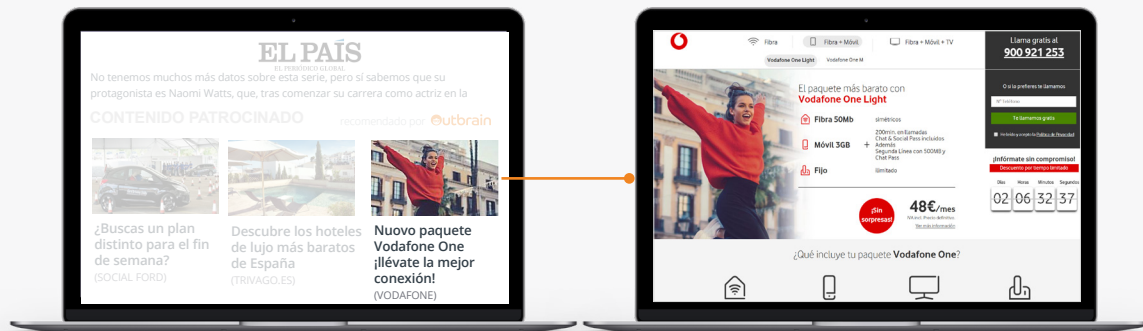
CPL vs. Display

-53%

CPL vs. other native platforms

+175%

CTR vs. other native platforms



Experience

“Outbrain is our most profitable channel compared to display and other native ad channels we used to generate leads. We are satisfied with the results we’ve achieved so far and consider Outbrain a strategic partner for our marketing mix. This is why we’ve decided to increase our investment with Outbrain and will continue to rely on Outbrain in the future.”

Alberto García, Director of Performance for Vodafone at Agency Wink TTD