

# Home furnishing e-commerce site Made.com use Outbrain to successfully drive online conversions



MADE.COM

## Objectives

- Awareness
- Visits & conversions

## Products

- Outbrain Amplify
- Custom Audiences

## Overview

Lifestyle design brand, [MADE.COM](http://MADE.COM) sells high-end furniture and homewares online. The innovative, streamlined business model means [MADE.COM](http://MADE.COM) can offer consumers designer furniture for an attractive price.

MADE.COM partnered with Outbrain to drive awareness, traffic and ultimately sales directly through their own website. With Outbrain's custom audiences they were able to serve content across the Outbrain network specifically and directly targeting those that had already expressed interest in the brand but were yet to purchase. By adding a pixel on the site they were able to retarget this primed audience with content to drive sales effectively.

## Results

Outbrain proved to be a great acquisition channel for [MADE.COM](http://MADE.COM). By retargeting customers with content related to what they had previously viewed on their own website the campaign delivered a 200% ROI. The campaign delivered engaged users, with an average of 3.75 pages per sessions and a bounce rate of just 45%.

200%

ROI

1.50%

Conversion Rate

3.75

Page / Session

