



Union Square Media Creates Quality, Inclusive Campaigns with Outbrain

Vertical

Insurance

Goal

Acquire users / leads

Challenge & Goals

Union Square Media maintains a variety of lead generation focused sites, including an auto insurance comparison site. Inclusivity and maximizing exposure to relevant audiences is a key part of USM's strategy so it was important to tap into the U.S. Hispanic market, including bilingual audiences. They wanted to reach these drivers through trusted sites, including Spanish language properties.

Solution

USM partnered with Outbrain to expand their reach and focus on high-quality leads.

After translating all English assets into Spanish, USM rigorously tested all ads, landing pages, and forms on Outbrain's U.S. Spanish Premium Performance site list. Outbrain's Spanish-language partner sites include a mix of valuable content genres with loyal daily active readers.

USM focused on top performing content and was able to take advantage of lower competition and CPCs on this traffic as well as engaged audiences in discovery mode. They acquired a high volume of quality leads in the market for auto insurance at significantly lower costs than English-language traffic. It also allowed USM to reach audiences previously unaccounted for with their English-language focused campaigns.



Results

Union Square Media saw great success with these campaigns. CTRs outperformed English-language ads at much cheaper CPCs. This performance opened up **unlimited budgets** to maximize scale.

USM's creative testing also provided insight into top evergreen campaigns that can run year round with minimal effort.

62%

cheaper CPCs vs. Facebook

3-5x

higher CTRs compared to English ads/sites

Union Square Media prides itself on our creative, custom solutions that deliver unparalleled returns. Outbrain is quickly becoming a key partner for us across our many verticals. Outbrain's diverse reach, agility, and engaged audience, coupled with affordable CPCs, are an unstoppable combination. Our budgets continue to expand to keep pace with our performance results.

- Joshua Keller, Founder/CEO, Union Square Media

To learn more about scaling your native campaigns, reach out to your Outbrain representative.