



# Leading Customer Generation Business, MVF Drives 167,000 Leads with Outbrain

## Vertical

80+ Verticals

## Goal

Lead Generation

### Challenge & Goals

MVF, a leading customer generation business operating in 120 countries, is known for smarter lead generation and delivering high volumes of new customers to its clients. With ambitious growth plans, MVF chose to partner with Outbrain, the world's leading Native advertising platform to further expand its lead generation capabilities.

Outbrain is a strategic partner for MVF, driving thousands of B2B and B2C leads for its campaigns across 80 different verticals from healthcare to finance to energy. By reaching consumers across the open web, Outbrain has extended MVF's reach.

### Solution

Additionally, the premium publishers that make up Outbrain's network have provided high quality leads with excellent lifetime value. An innovator in the industry, MVF is an early adopter of Outbrain's newest technology which allows it to secure cutting-edge solutions for its clients as soon as they hit the marketplace.

Outbrain's Conversion Bid Strategy has been a game-changing tool for MVF. This powerful technology automatically optimises campaigns towards top converting pages thanks to machine learning and sophisticated modelling. By taking the guesswork out of optimising campaign performance, Conversion Bid Strategy saves time and frees resources so that MVF can focus on advancing their creatives and ad strategy. Overall, Outbrain's Conversion Bid Strategy has proved to be a significant revenue driver for the company.

### Results

MVF's campaigns on Outbrain have shown a strong overall return on investment, achieving some of the highest returns amongst all channels. Results have yielded:

**167k**

Conversions in the Last 6 Months

**50%**

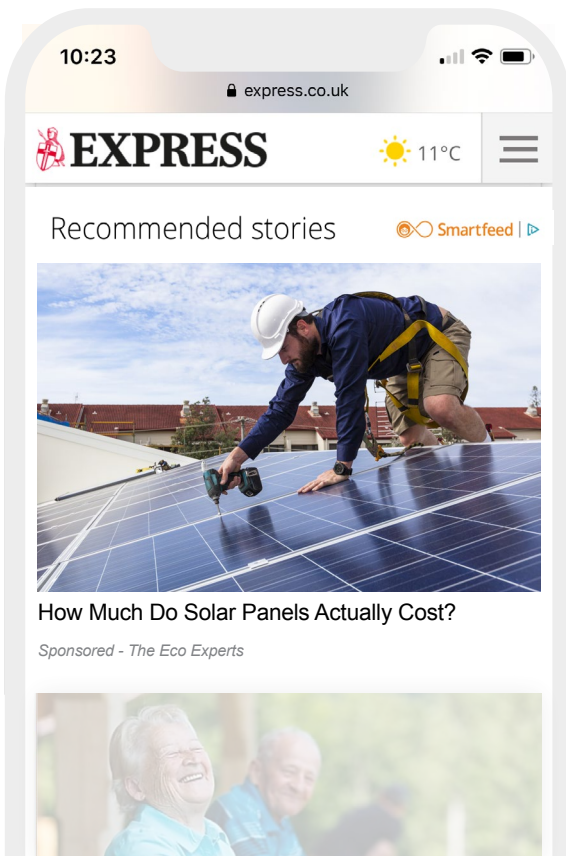
Increase in Revenue (over 8 months)

**93%**

Of Leads were Qualified (20% higher than MVF's average across other channels)

"Outbrain has become one of our top marketing channels and an integral part of our growth. We look forward to continuing working with Outbrain."

– Luke Watkin, luke.watkin@mvglobal.com, Head of Content Discovery Networks, MVF



Reach out to your Outbrain representative to learn more about our lead generation campaigns.