

# Outbrain Becomes the Top Lead Source for Frankfurter Allgemeine Zeitung's Subscription Campaign

<p><b>Vertical</b></p> <p>Media</p>	<p><b>Goals</b></p> <p>Subscriptions</p>
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## Overview

The Frankfurter Allgemeine Zeitung (F.A.Z.) is one of Germany's leading newspapers and an influential voice on both the national and global stage. Synonymous with independent quality journalism, the F.A.Z. turned to Outbrain, the leading native advertising platform, to inspire new readers and increase subscriptions.

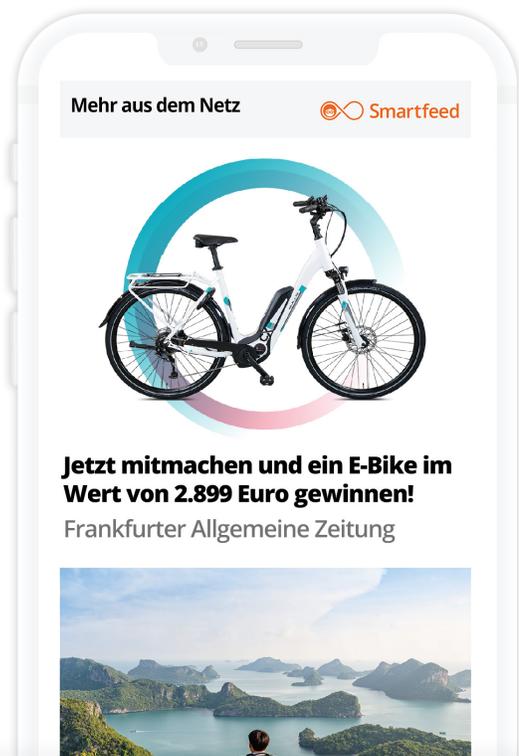
## Solution

For the campaign, the F.A.Z. developed a landing page with modern designs to specifically address its campaign to a young target group. A raffle was also linked to the registration page for a test subscription, in which readers could win an e-bike, among other prizes, when they signed up.

Thanks to Outbrain's premium publisher network and proprietary interest data, the media company was able to precisely target users who had a high interest in a subscription. The F.A.Z. leveraged Outbrain's Conversion Bid Strategy for this campaign and defined registration completion as the conversion target. Conversion Bid Strategy used machine learning to dynamically optimise settings to achieve the media company's KPIs in the most efficient way.

"Outbrain is an excellent choice for our subscription campaigns due to the high level of user engagement and affinity to quality journalism. Tools such as Conversion Bid Strategy ensure that the content is distributed efficiently, which pays off especially in our performance campaigns. Due to the excellent results achieved from the campaign, we extended it for another two weeks, which is the best proof of our successful partnership with Outbrain."

– Nihan Meral, Senior Manager Lead Generation, Frankfurter Allgemeine Zeitung



## Results

Outbrain was able to beat the target Cost per Order (CPO), i.e. cost per subscriber, for the Frankfurter Allgemeine Zeitung by over 18%. A total of 62% of all registrations were generated via Outbrain.

**-18%**  
CPO below target

**62%**  
of all subscriptions generated via Outbrain

Contact your Outbrain representative to learn more.