



Groupe Cerise Boosts Revenue and Engagement with Outbrain's Explore More Solution

Vertical

Media

Objectives

Monetization & Engagement

Overview

In 2020, Group Cerise, an international media group, produced 3,600 videos and generated over 1.6 million hours viewed monthly across 24 countries and 4 languages.

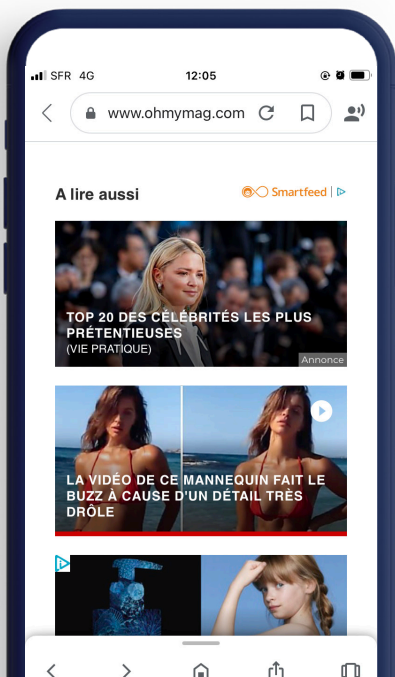
To strengthen the monetization of its pages and optimize visitor engagement, Groupe Cerise implemented Outbrain's Explore More solution.

What is Explore More?

Simply put, when a visitor decides to leave one of Groupe Cerise's websites rather than return directly to their original webpage (a social network or a referring webpage), Explore More offers an intermediate step: a full page of discovery content based on consumers' true interests

Explore More provides the following benefits:

- Re-engages visitors before they leave the site
- Increases revenue or time spent on site (tailored to publisher objectives)
- Delivers a turnkey solution fully managed by Outbrain



Results

The implementation of the Explore More solution was a smart and profitable choice for Groupe Cerise. Over the six-week period between late October and mid-December, the results exceeded expectations, delivering a:

+10%

increase in
Outbrain revenues

+60%

increase in net RPMs

+14%

increase in
organic clicks

"Explore More was first launched in a small test environment. Following the good results, we quickly extended this to our entire inventory, which as of mid-December, resulted in an uplift of around 10%. We are really impressed given that this re-engages audiences as they're about to leave our sites. We likewise saw very good audience retention, as reflected by the 14% increase in the number of organic clicks generated by Outbrain."

– Stephen Moreau, Display Programmatic – Technical Account Manager, Groupe Cerise