In 2020, Groupe 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.

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.

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