



Velasca reaches a qualified audience and reduces CPA by 15% with Outbrain

Vertical

Fashion

Objective

Generate quality traffic

Product

Outbrain Amplify

Overview

Velasca is an Italian fashion brand that offers luxury footwear at an affordable price. The footwear brand, which aspires to be synonymous with high-quality, hand-made and affordably “Made in Italy”, has established a global presence thanks to a strong e-commerce strategy in addition to its physical stores. Velasca partnered with Outbrain, the world’s leading Native advertising platform, to reach a qualified audience through Outbrain’s premium publisher network.

Solution

Through the power of Native Discovery and Outbrain’s proprietary user interest data, Velasca generated a high volume of qualified visits to its website. Additionally, Outbrain’s sophisticated technology and continuous creative optimisations enabled the fashion brand to reach this pool of quality users while also reducing both CPA and cost per qualified session compared to other marketing channels.



Results

-40%

lower cost per qualified session vs other channels

-15%

lower CPA vs other channels

We have been working with Outbrain since 2017, and it has always been an absolutely positive experience that has allowed us to strengthen and complete our digital mix. Outbrain’s Native Discovery technology and its network of premium publishers have strengthened the visibility of our products, reaching a large number of users more interested in buying high-quality footwear. Thanks to the results achieved, the transparency of information shared, and the ongoing dialogue with the team, we are confident that Native Discovery will continue to be an important component of our digital strategy.

– Paola Parolo, Head of Digital Marketing & Analytics, Velasca