



Leroy Merlin Reduces Cost Per Session by 45% and Reaches a New Qualified Audience with Outbrain

Vertical

Retail

Objectives

Qualified Traffic;
Reduced Cost Per Session

Products

Carousel Smartad;
Standard Smartad

Overview

Leroy Merlin is a French company operating in the large-scale retail sector, specializing in DIY, construction, gardening and space decoration. The company serves over 28 million customers through 50 specialized stores in Italy.

Leroy Merlin chose Outbrain as its native advertising partner, with the objective to reach a more qualified audience interested in its new Spring-Summer 2021 Garden series of outdoor furniture and accessories.

Results

Leroy Merlin achieved its goal of awareness and traffic quality, recording strong results in terms of CTR and new user generation, while nearly halving its Cost Per Session benchmark.

-45%

Cost Per Session
(vs. benchmark)

0.17%

average CTR

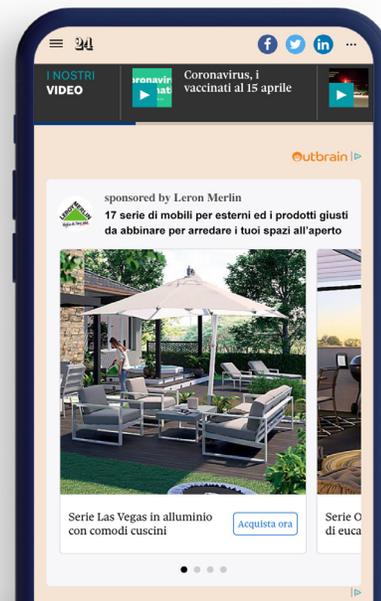
+34k

new users reached

Solution

To achieve its goal, Leroy Merlin tested two different ad experiences as part of a hybrid strategy focused on both brand awareness and maximizing quality traffic volume.

- Outbrain's **Carousel Smartad** helped Leroy Merlin engage a pool of qualified users through multiple creatives and spotlights showcasing all potential outdoor furniture options, with personalized headlines and call-to-actions. This ad experience allowed users to educate themselves and further engage with the brand through multiple pieces of content.
- Leroy Merlin also used Outbrain's **Standard Smartad** to extend its campaigns on Outbrain's premium network in front of ready-to-engage audiences. This helped drive greater performance in terms of CTR and quality traffic for its product selection pages.



"I believe Outbrain's technology has several strengths, and it was evident throughout this campaign dedicated to our garden products. The variety of formats Outbrain provides, plus its ability to reach qualified audiences on an extensive but always premium network, allowed us to essentially create two campaigns in one. The strategy set up together with Outbrain's experts allowed us to achieve the desired results, both in terms of greater visibility and traffic quality to our site."

– Paolo Pacifici, Head of Media at Leroy Merlin