



Naked Wines Sold 80,000 Bottles of Wine and Reached High Value Customers

Vertical

CPG

Goal

Conversions

Company Description

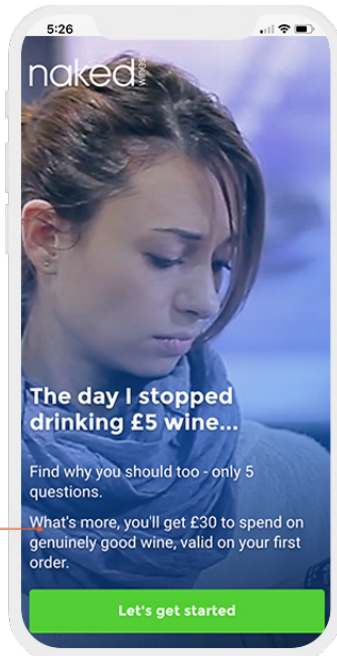
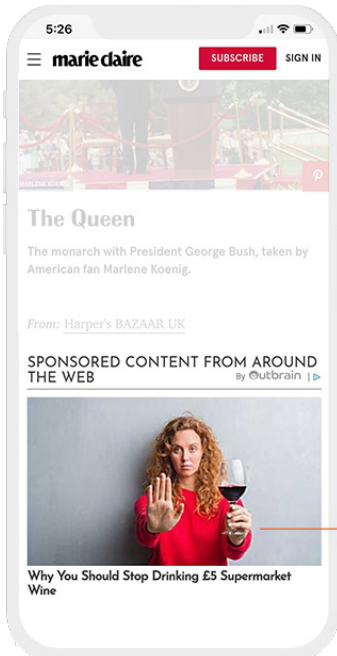
Naked Wines, an online wine retailer founded in the UK, sells wine from independent winemakers around the world.

Overview

Naked Wines chose to partner with Outbrain, the world's leading native advertising platform, to drive new customers to their online wine store with interactive content. With Outbrain's native discovery solution, Naked Wines aimed to reach a qualified audience on desktop, mobile, and tablet.

Solution

Naked Wines developed quizzes to engage and educate potential customers about wine, and to draw them to their website via fun, compelling content promoted on the Outbrain network. Naked Wines collaborated with Outbrain to conduct A/B tests on headings and image thumbnails to optimise click-through rates and enhance the campaign's performance. With Outbrain's [Lookalike Audiences](#) tool, Naked Wines targeted users who have similar profiles to their highest converting customers. This helped drive efficiency by uncovering the interests and behaviours of known purchasers, and then using these attributes to discover and target other customers, at scale, across Outbrain's network. In addition to Lookalikes, Naked Wines worked with their Outbrain account manager to align their key audiences by excluding their campaigns based on gender and age to hone in on audiences with a higher LTV on average.



Results

In the last 12 months, the campaign produced over 2.3 billion impressions, 3.5 million clicks, generated 200,000+ leads, and resulted in more than 80,000 bottles of wine sold. Furthermore, the Outbrain campaign brought high-quality customers with a 40% better lifetime value than Naked Wines' average customers.

40%

Higher LTV (Lifetime Value) of Customers Brought by Outbrain

200K

Leads Generated

80K

Wine Bottles Sold

Our partnership with Outbrain has been incredibly successful. In terms of consistency, high spend, and customer volume, Outbrain has exceeded our expectations, delivering some of the highest value customers to our business.

– James Nellany, Global Head of Digital Marketing, Naked Wines

Contact your Outbrain representative to learn more.