GALAXUS

Galaxus Achieves Outstanding Quality Traffic at an Attractive Price with Outbrain

Vertical	**Objective**	**Product**
Retail	Engagement	Standard Smartad

Overview

Galaxus is the e-commerce market leader in Switzerland, which also successfully expanded its presence to the German market in 2018. The platform combines an online store, community, and magazine for a holistic shopping experience where customers get inspired, seek information, and communicate about products for almost all daily needs.

With the goal of generating high-quality traffic and engagement for its platform at an affordable price, Galaxus Germany partnered with Outbrain, a leading recommendation platform for the open web.

Solution

Galaxus Germany's advertising strategy has always consisted of a soft-sell approach, where target groups are won over via high-quality articles in which specific items are presented. In this way, Galaxus Germany is able to increase thematic interest before consumers even reach relevant product pages. The brand sought to leverage Outbrain in order to reach and engage target groups in the most efficient way possible.

For its native advertising campaign, Galaxus Germany used Outbrain's Standard Smartad - a classic native ad format that showcases brands through high-quality images, engaging headlines, and an optional call-to-action button. Powered by Outbrain's proprietary interest data, Galaxus Germany ensured that they target users with a high affinity for the brand. This helped achieve high engagement and an enjoyable ad experience.

Mehr aus dem Netz — Smartfeed

Anzeige

Zehn wohlgehütete Geheimnisse von Nintendo
galaxus.de

Results

Galaxus Germany was able to generate traffic with high engagement at a low price thanks to Outbrain.

70%
of users with a dwell time of more than 30 sec.

45 secs.
average dwell time

76%
lower CPM vs. display & social

67%
lower cost per minute vs. display & social

"Outbrain is an interesting channel for us to generate high-quality traffic for our editorial topics in a cost-effective way. Native advertising is particularly suited to Galaxus Germany because users are invited to engage with our content, which drives engagement. We will continue to use Outbrain for additional activities in the Mid and Lower Funnel and are confident that the platform can also convince us with these activities."

– Katharina Grenz, Performance Marketing Manager, Galaxus Germany