



Outbrain Positions Itself as Full-Funnel Partner of Switzerland Tourism with Native Awareness+

Vertical:

Travel

Objectives:

Awareness, Engagement

Products:

Native Awareness+

Overview

Switzerland Tourism (ST) is the national marketing and sales organization for Switzerland, tasked with promoting domestic and international tourism demand to the country. An important part of its activity is based on communication campaigns aimed at stimulating interest and showcasing Switzerland as a tourist attraction, through diverse experiences that stand for quality, modernity, and authenticity.

After a slow period due to the global health crisis, ST resumed its promotional efforts in order to relaunch its tourism activity. As a long-standing partner of Outbrain, ST's objective for this "comeback" campaign was clear: boost the awareness and visibility of Swiss tourism.

Solution

For its campaign, ST leveraged Outbrain's Native Awareness+ suite — an exclusive, brand-safe format placed in-article for 100% share of voice and maximum visibility. The tourism brand also teamed up with world-renowned Swiss personalities, such as Roger Federer and Mike Horn, for its witty campaign about Switzerland's must-see attractions. The campaign KPIs were a minimum viewability rate of 70% and a CPM below 5€.

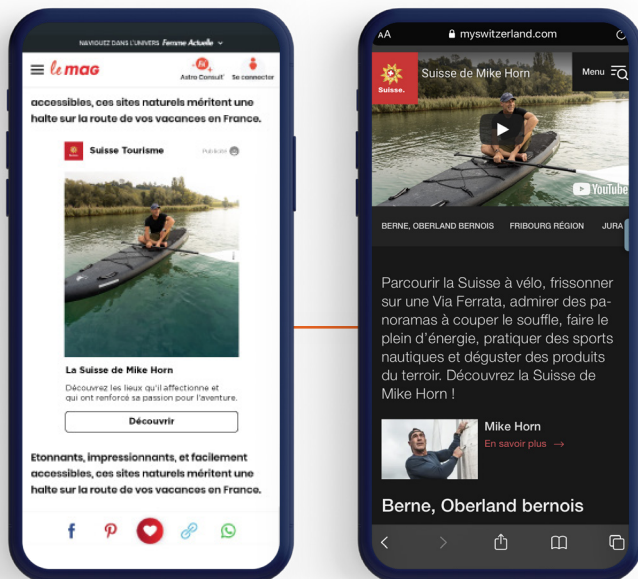
Results

The combination of a creative campaign with world-famous personalities and the power of Outbrain's ad experiences across the world's leading media owners enabled ST to exceed its objectives. In addition to boosting awareness, Outbrain's Native Awareness+ also helped maintain a high engagement rate, in line with traditional traffic campaigns.

75%
viewability

0.65%
CTR (2.3x the campaign benchmark)

-13%
CPM vs. target



"Outbrain has been an essential partner for our traffic and conversion objectives. We're very satisfied with the performance of this campaign based on high-funnel objectives. We are already planning to launch new Native Awareness+ campaigns together!"

— Sandra Bermudez, Marketing Manager, Switzerland Tourism