

LILYSILK

Outbrain Outperforms Facebook in Driving Engaged Audiences for Lifestyle Brand Lilysilk

<p>Vertical</p> <p>Retail</p>	<p>Objective</p> <p>Engagement, Optimized CPA</p>	<p>Product</p> <p>Conversion Bid Strategy</p>
--------------------------------------	--	--

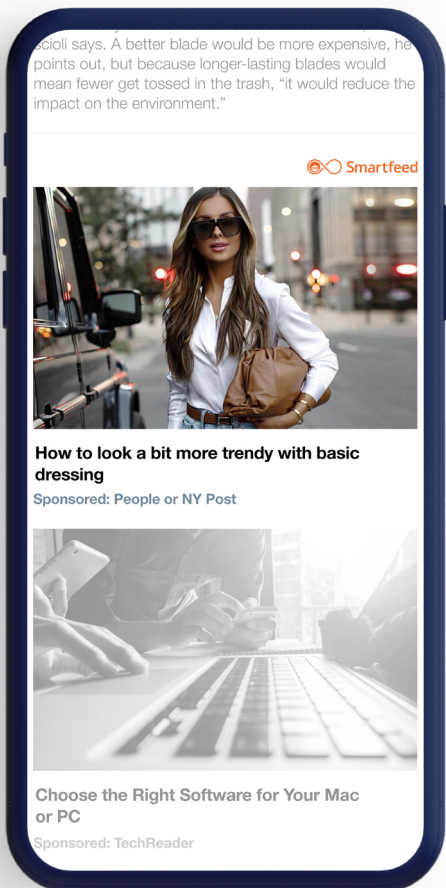
Overview

Lilysilk is a lifestyle brand that offers a range of quality silk products, from pillowcases and bedding to sleepwear and fashion clothing. Over the years, Lilysilk has created a successful online business by promoting its products through social and search advertising channels. Looking to gain incremental engaged audiences outside of the walled gardens at an optimal CPA, the brand partnered with Outbrain for a native advertising campaign on the open web.

Solution

Lilysilk used a combination of Outbrain’s technologies:

- **Standard Smartad:** A clean and simple ad experience that combines engaging creatives with call-to-actions.
- **Audience pools and story sequencing:** Retargeting the most engaged users and increasing lifetime value.
- **Target CPA mode of Outbrain’s Conversion Bid Strategy:** This kept the campaign profitable by prioritizing cost-per-acquisition over maximizing conversions.



Results

Within the first six months, Outbrain’s campaigns were outperforming those of social and search within Lilysilk’s media mix.

+20%	-15%	-25%
Increase in average session duration vs. Facebook	Bounce rate vs. Facebook	CPA vs. Facebook

“We chose Outbrain for its ability to scale campaigns outside the walled gardens using advanced targeting solutions and non-intrusive ad formats. Through our campaign with Outbrain, we found that native advertising content resonates better with users and brings a quality user experience for brand interaction.”

– Lizzy Hao, Native Ads Manager