



# Eataly Boosts Brand Awareness Thanks to Outbrain’s Native Awareness+

**Vertical:**  
Restaurant/Food

**Objective:**  
Brand Awareness

**Product:**  
Native Awareness+

## Overview

Eataly is a brand of multifunctional stores where one can eat in its restaurants, buy selected high quality products, and learn about Italian cuisine thanks to organized courses and tastings.

The main objective of Eataly, whose name comes from the fusion of two words – **Eat** and **Italy** – is to demonstrate that the high quality of Italian food and wine is within everyone's reach. The Digital Angels agency, which has been working with Eataly for years, identified Outbrain as the ideal partner to increase brand awareness by advertising to a highly qualified audience across Outbrain's vast network of premium publishers.

## Solutions

Eataly leveraged Native Display, a rich creative option belonging to Outbrain’s Native Awareness+ suite. This powerful alternative to traditional display combats banner blindness with richer, attention-grabbing vertical formats that adapt to the look and feel of each site.

With Native Display, Eataly generated brand awareness while driving added audience engagement via brand safe and 100% share-of-voice placements on the open web. As a result of Outbrain’s recommendation technology, the brand also achieved excellent results in terms of traffic quality and action.



## Results

**+0.45%**  
CTR

**+65%**  
Viewability

**€5**  
eCPM

“We’re very pleased in our partnership with Outbrain. Impactful formats like Native Display allowed us to achieve engagement results much higher than our initial expectations, and it significantly contributed to our campaign’s success.”

– Ylenia Salinaro – Digital & Media Manager Eataly

“Native Display was ideal for conveying the campaign in close proximity to stores, allowing us to target users through geo-targeting but also in conjunction with a list of contextual audience segments.”

– Sonja Stillavato, Account Manager at Digital Angels