

Geox Increases Awareness and Engagement of New Footwear Collections with Outbrain’s Native Display

Vertical:
Fashion Retail

Objectives:
Brand Awareness,
Engagement

Products:
Native Display

Overview

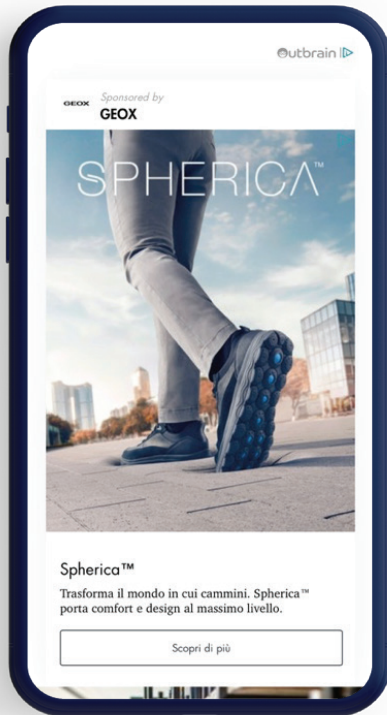
Geox S.p.a is an Italian company that combines urban-inspired design with innovative technologies to create unique footwear and clothing collections. From casual to elegant, the company’s constant focus on product innovation offers breathable comfort and wellbeing to men and women of all ages.

In collaboration with global media agency, Wavemaker, Geox sought a native advertising partner that could reach a highly qualified audience interested in two of its latest footwear collections: Amphibiox™ and Spherica™. The Italian brand therefore ran campaigns with Outbrain to reach audiences on the open web and drive better awareness and engagement.

Solution

To achieve its goals Geox tested Outbrain’s Native Display to deliver high engagement beyond views and impressions. Native Display allowed Geox to combine 100% share-of-voice placements and rich creative to combat banner blindness, while ensuring the most relevant and effective experience for each consumer in order to increase click-through rate.

After early campaign success in Italy, Geox ultimately branched out to other European markets, extending its campaign across France, Germany, and the United Kingdom.



Results

Outbrain’s Native Display format not only achieved the typical display performance metrics in terms of reach and viewability, but also generated high engagement for stronger brand interaction.

>0.5%

Average CTR
across markets

+0.65%

CTR in Italy

+89%

Viewability in
the UK



Being able to support an advertiser like Geox is certainly a source of pride: it confirms that expanding our offer with a complete suite of solutions linked to the awareness and premium sphere, with the expertise accumulated over many years on the market, was a winning choice. Outbrain confirms its position as a leading player capable of satisfying the communication needs of partners in a full funnel logic.”

- Maria De Matteo, Client Lead, Enterprise Brands - Outbrain Italia