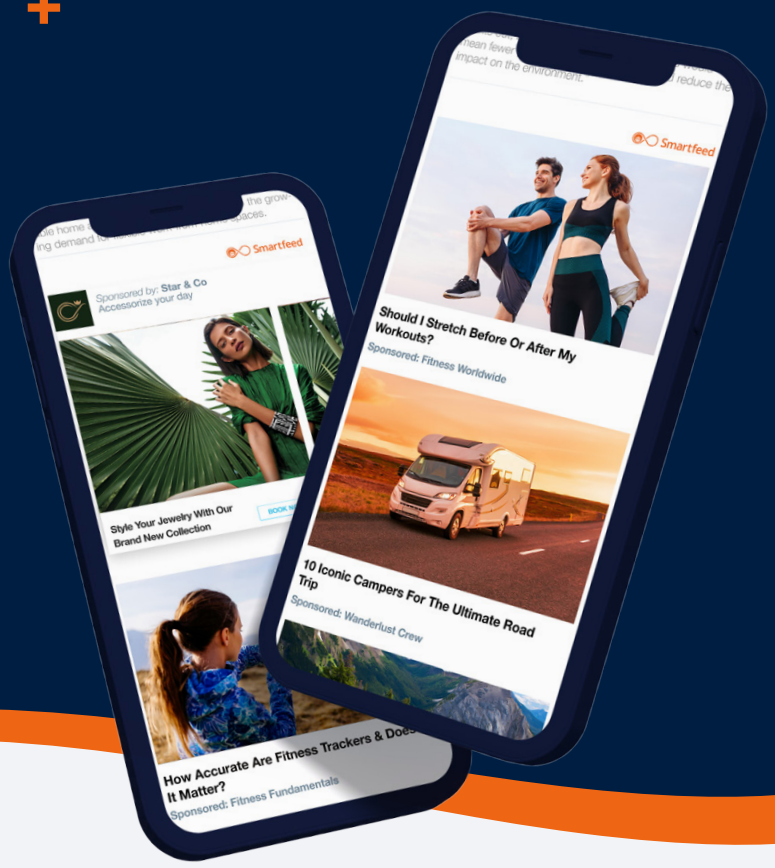
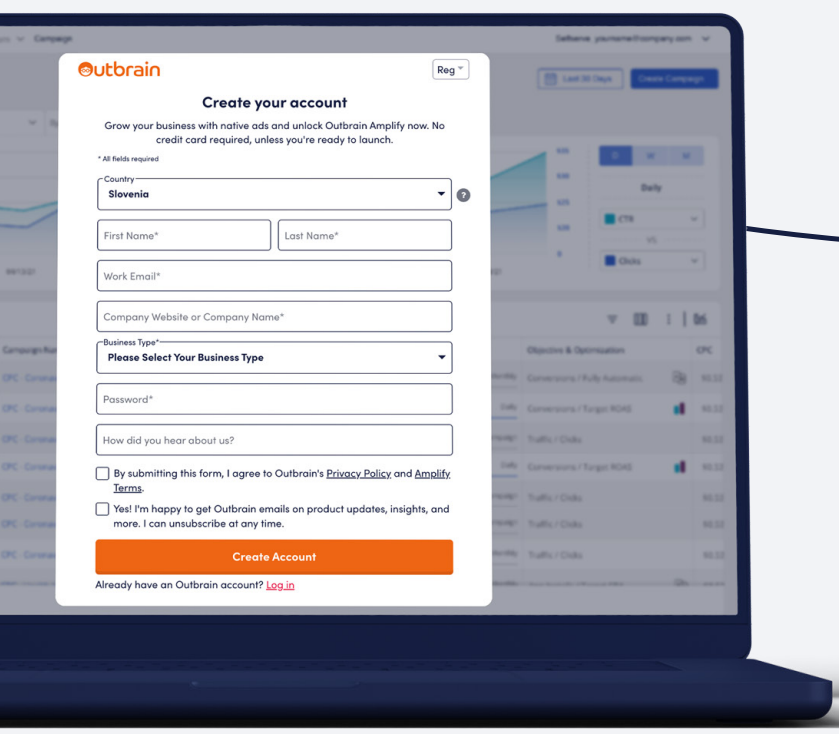
Getting Started On Outbrain

Welcome to Outbrain Amplify! We're happy to help you get started on Outbrain and want to make it easy for you to begin your first campaign. Below, we have broken down each step with a few quick tips for you to follow along while creating your first Outbrain campaign.





STEP 1

Create Your Account

1 Account Creation

Register for an Outbrain account. Be sure to choose the country that matches your billing address, as you will not be able to submit your credit card information unless it matches the country.

2 Pixel Installation

Install the Outbrain tracking pixel right after signing up to ensure you are able to track conversions, optimize your campaigns, and collect Custom Audience for retargeting.

3 Create Conversions

Set up the relevant conversions for your campaign so you'll be able to better optimize

4 Add Payment Details

You can add your credit card info on the billing tab or prepay a desired amount.

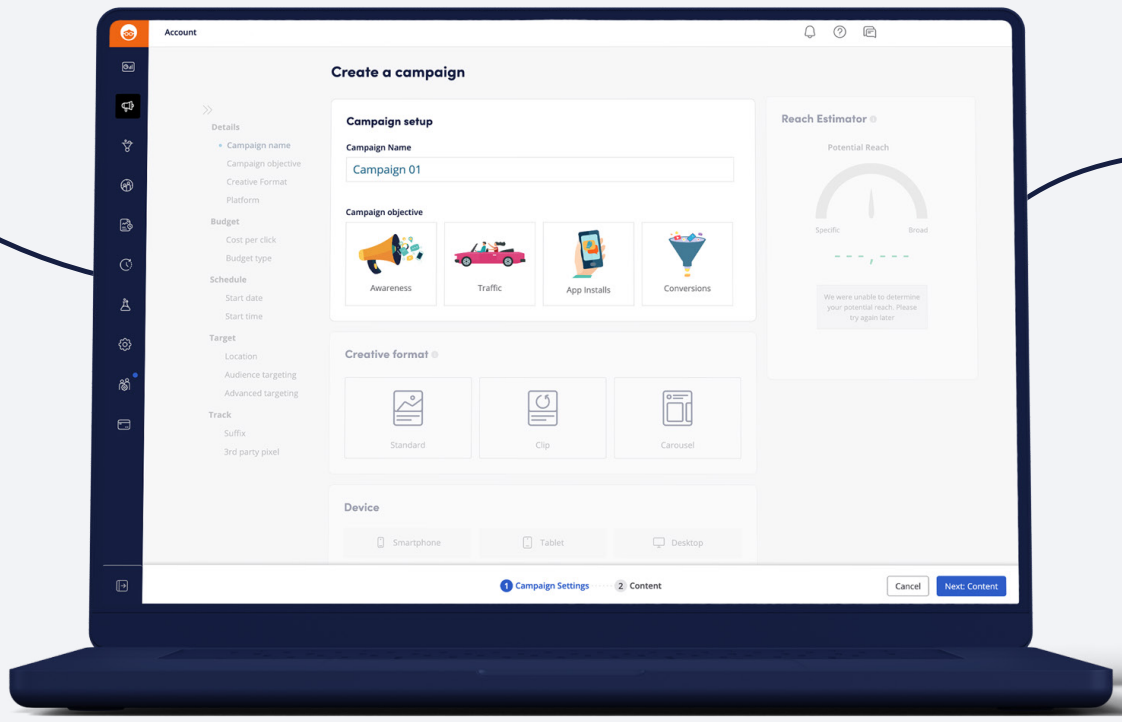
your campaigns towards your goals, as well as use our powerful Conversion Bid Strategy to supercharge your conversions.

PRO TIP // Installing the Outbrain pixel isn't as hard as you may think!

Whether you want to install it manually or use Google Tag Manager, there's a guide for you. We even have a guide if you're using Shopify!

STEP 2

Define Your Goal



1

Awareness

Maximize views and clicks of your content.

2

Traffic

Maximize clicks from audiences likely to engage with your content.

3

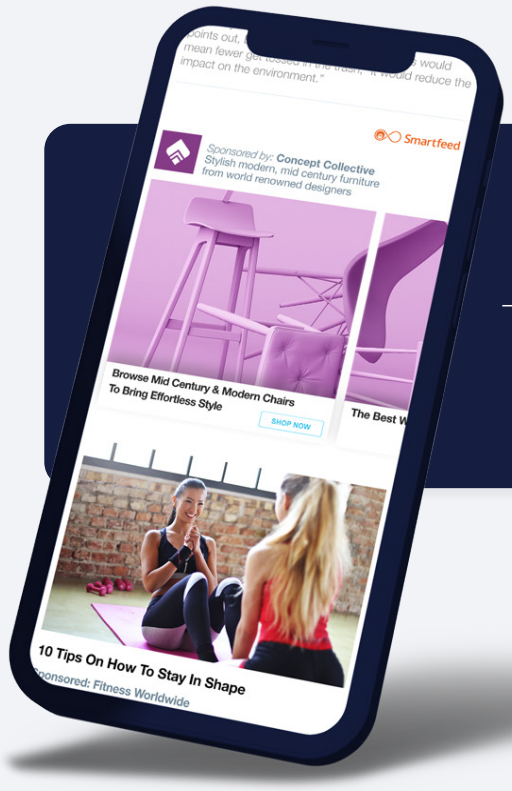
App Install

4

Conversions

Increase app installs by maximizing clicks of your content.

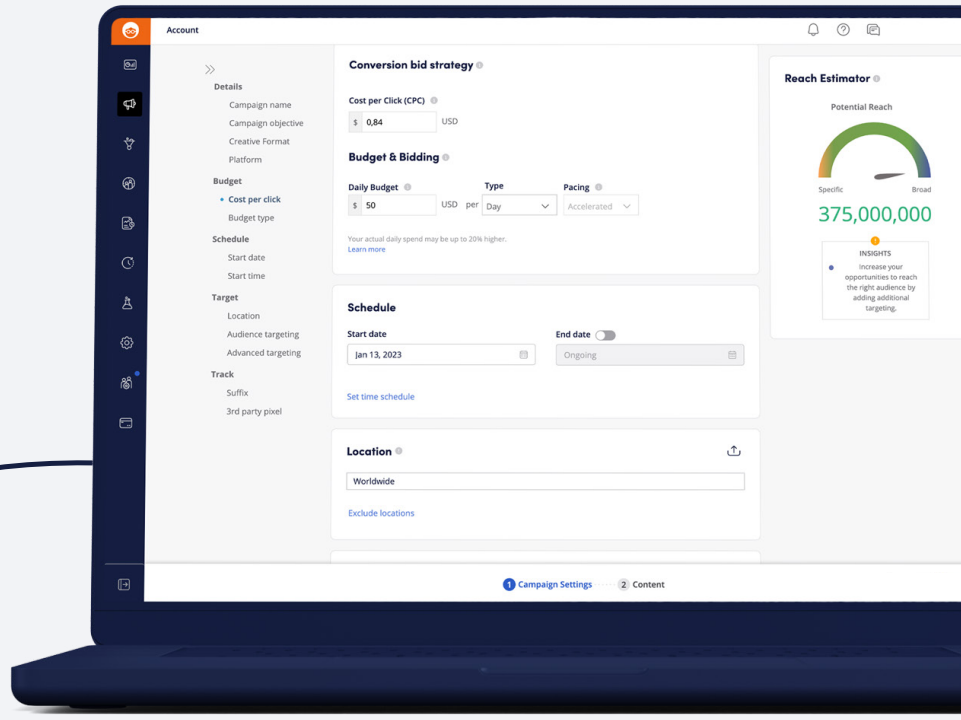
Drive conversions by optimizing conversions from your target audience.



PRO TIP // For advertisers looking to use Outbrain for their full funnel, having multiple campaigns with different objectives is recommended. For example, have a top of funnel awareness campaign that you then retarget with a lower funnel conversion campaign to reconnect with users who have already interacted with you.

STEP 3

Set Your Budget, Bidding, And Duration



1

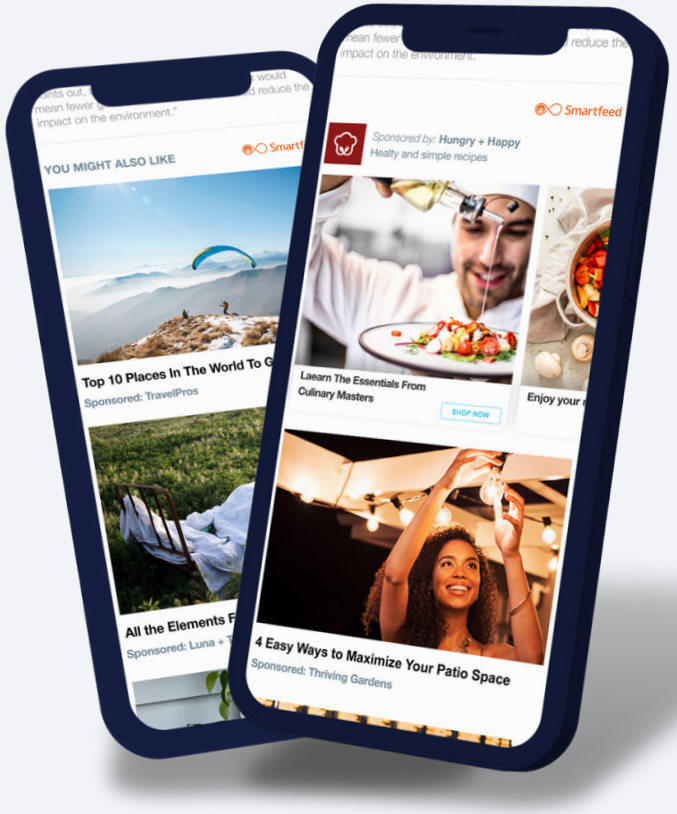
Define A Budget

Outbrain works on a CPC basis so the more budget you add, the more clicks you will be able to generate. We recommend starting with a budget 3-5 times your CPA goal, or $100 – $150 a day, in order to gather enough data to analyze and optimize your campaign.

2

Choose A Bid Strategy

Depending on the goal you select you'll have different options for bidding strategies. We recommend using our automated bidding strategies when available and setting your max bid/CPC a bit higher than your goal - you can always slowly decrease this when optimizing your campaign later.

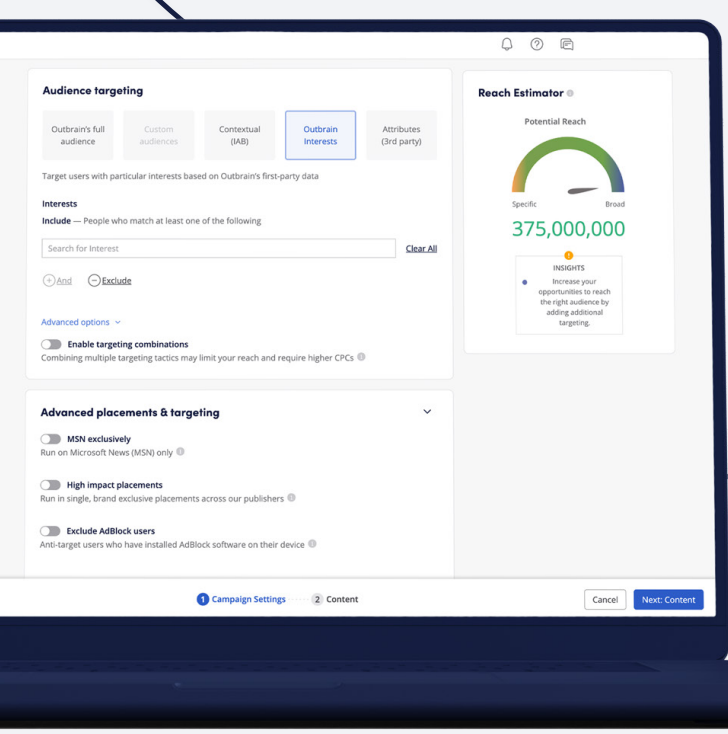


3

Set Your Campaign Duration

Campaign scheduling allows you to choose to run the campaign on a continuous basis or between specific dates.

PRO TIP // If you are aiming to generate conversions, we advise running the campaign for at least 2 weeks to a month or more in order to gain enough traction.



STEP 4

Find Your Audience

1

Full Audience

Targeting Outbrain's full audience is a great way to start - especially for new advertisers - as it provides you the biggest reach. You are also able to choose a specific geo, platform or device if applicable.

2

Custom Audiences

Create custom audiences to retarget existing users, target campaign clickers, or target users who "look like" your existing users by creating lookalike audiences.

3

Contextual Targeting

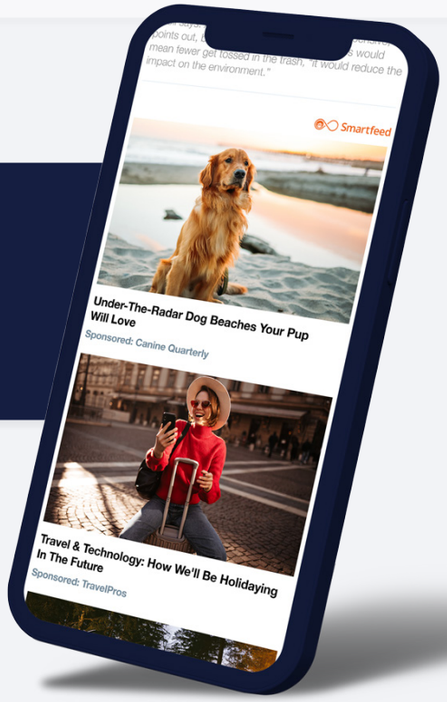
Choose from a list of vertical categories defined by the IAB, ensuring your campaign only runs on pages with specific content topics, or exclude certain categories.

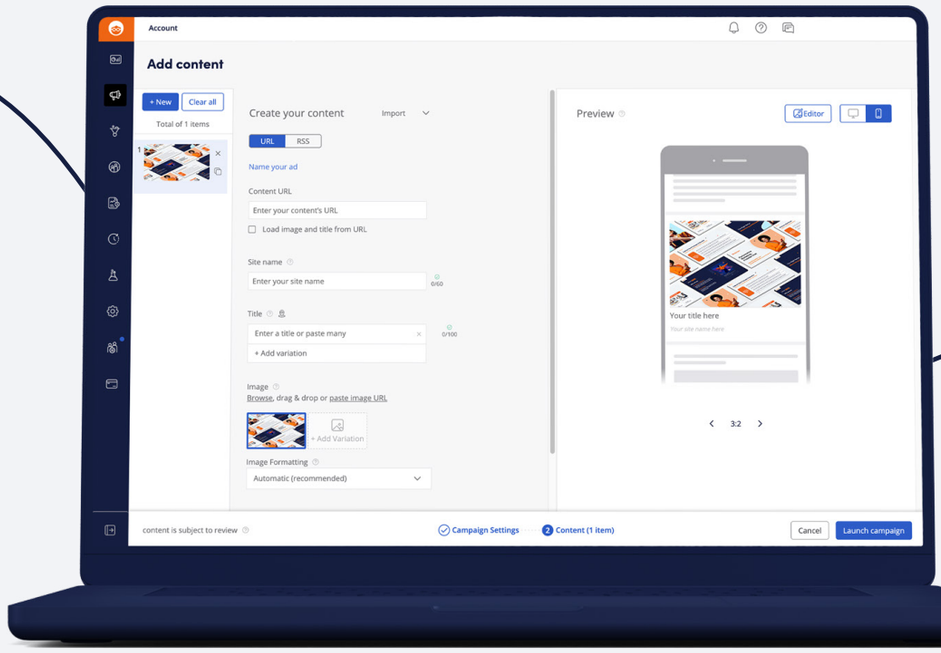
4

Interest Targeting

Target (or exclude) consumers based on their interests, this is Outbrain's secret sauce!

PRO TIP // When in doubt, keep your targeting broad! Too many layers of targeting can shrink your potential audience and stunt your campaign's performance from the start. Outbrain will automatically serve your content to users most likely to be interested in it.





STEP 5

Get Creative!

1 Images And Headlines

Use your images and headlines to speak to your desired audience. For example, if you're targeting runners, use an image of someone running and a headline: "Love running? Runners have been raving about these new insoles".

2 Landing Page Guidelines

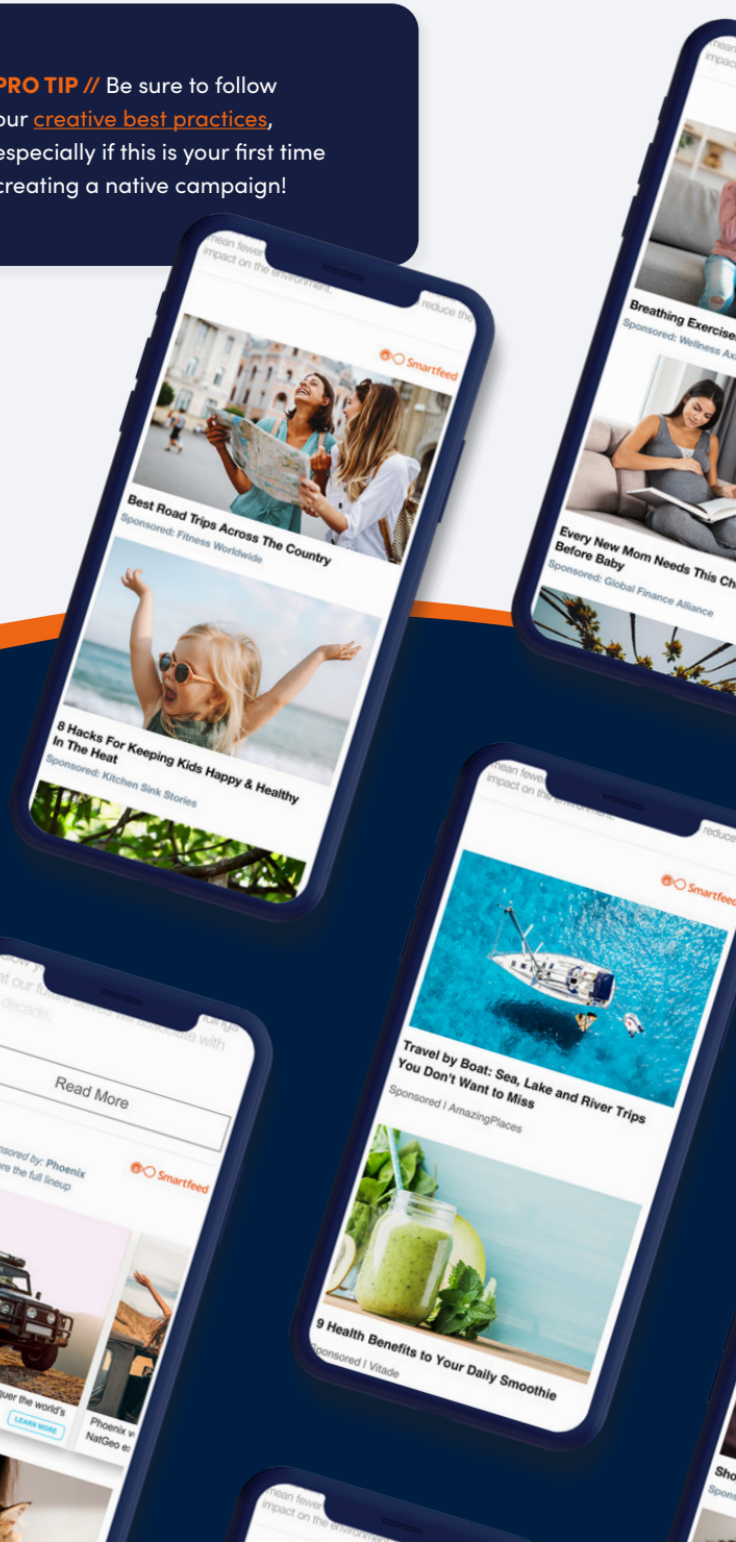
We also have guidelines for landing pages and sites being promoted on Outbrain. For example, all sites must have a privacy policy and contact us section.

3

Advertiser Guidelines

Our Advertiser Guidelines explain what type of content can and can't run on our network. Our goal is to provide a great discovery experience for consumers online with high-quality and reliable content.

PRO TIP // Be sure to follow our creative best practices, especially if this is your first time creating a native campaign!



Congratulations

on creating your first Outbrain campaign, now you're ready to submit!

Once you have submitted your campaign, our content team will review your ads. We aim to review all content within 1 business day (Monday - Friday) from submission. However, it may take up to 3 days, as some longer content requires a more thorough review. Time to watch your campaign's performance on the dashboard!