

BABBOE

Outbrain Outperforms Social and Display for Babboe's European Expansion Goals

Vertical
Retail

Objective
Qualified Traffic

Product
Standard Smartads

Overview

Available in more than 30 countries worldwide, [Babboe](#) is the market leader in family cargo bikes thanks to its network of resellers and consumer webshops. What makes the Dutch brand truly unique is its recognizable wooden design and broad range of cargo bikes and accessories. With over 15 years of experience, Babboe is the go-to brand for cargo bikes.

With ambitious international expansion goals in mind, Babboe looked to promote its products to new, international audiences. Doing so, the brand sought to diversify its traffic acquisition sources outside of social and display – testing native advertising for the first time.

Solution

Outbrain's impressive reach of the digital population in France and Germany through an extensive premium publisher suite, as well as its crucial industry focus around context and privacy, made the global recommendation platform the ideal partner to promote Babboe's family cargo bikes abroad.

Outbrain's proprietary contextual targeting solutions enabled Babboe to reach qualified consumers whose interests aligned with its products. Combined with a compelling ad experience, Babboe deployed its Outbrain campaigns across specific interest categories - parenting, environment, sports, and travel - that would have the most impact among its target audience of young families.



Results

Babboe was quick to realize that non-intrusive and engaging native ad formats outperformed both social and display channels in Germany, leading to expanding the campaign in France:



“Outbrain has proven to be a unique partner to support our international growth in Germany and France. Our constant and open communication throughout the duration of the campaign gave us the confidence that we were getting the most out of our budget. Outbrain not only helped us deliver outstanding results, but did so outperforming the channels we generally rely on – making our first native campaign a highly successful one.”

– Marion Kempkens, Senior Online Marketer, Babboe