

elvie

CASE STUDY

Outbrain Re-Imagines Engagement for Elvie’s Bold Lifestyle Brand, Surpassing Other Paid Channels



Introduction

“ We’re continually impressed with how Outbrain pushes boundaries and embraces the digital canvas in innovative ways to garner high attention and rich engagement for our open-web audiences. While we’ve worked with Outbrain for a few years on a variety of efforts, this unique collaboration with Brand Studio demonstrated their capability to move beyond their traditional working-model to drive intuitive mobile brand experiences, surpassing all other paid channels.

– Lucia Cisneros, Global Digital Marketing Lead, Elvie

The Results

11x

full video completion rate vs. Social and Display

2.3x

average video view time vs. Social

-30%

bounce rate vs. all paid channels

The Challenge

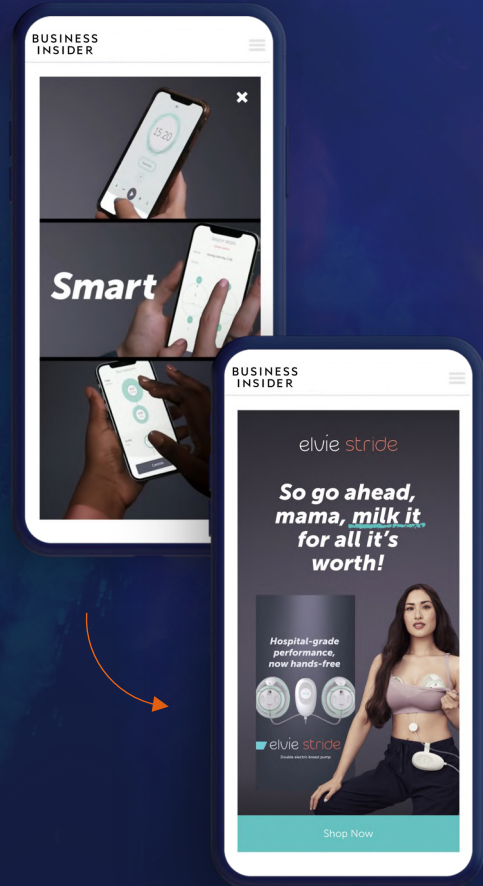
To showcase its transformative product line-up to new audiences, Elvie challenged the Brand Studio team in delivering a custom digital experience that was purpose-built for engagement, with the goal to exceed benchmarks from its existing channel mix.

The Solution

Elvie and the Outbrain Brand Studio team exchanged audience insights and user behaviors that were crucial to driving the creative process and achieving the desired audience engagement. Through an in-person workshop, the collaboration culminated in the design of an interactive experience, giving users the ability to interact with Elvie's new product 'Stride'; swipe through different cards to see reviews, watch a product-focused video and interact with the digital experience in real-time.

ADALYTICS

- Attention = Engagement:**
Open web users listen to what others say, as 22% of Elvie audiences who gave their attention to the experience clicked straight to its website after viewing the 'customer review' card, while 78% continued to swipe for more.
- Video:**
User-initiated video isn't just preferred; it performs. Half of all video views achieved 100% completion, showing that Elvie audiences found video as a valuable way to learn more about Elvie Stride.
- Engagement to Action:**
The more that audiences interact with an experience, the more likely they are to watch the video in full and visit the site.



Testimonials

“ Working with Outbrain on this campaign was insightful, seamless, and most importantly - fun and successful! Not only were we able to drive exceptionally stronger results than with our traditional creatives, we also learned from the Outbrain team on the incredible capabilities we are not implementing currently and how to emulate results across all marketing touchpoints.

– Lucia Cisneros, Global Digital Marketing Lead, Elvie