

CONDÉ NAST

Condé Nast Italy Generates High-Quality Traffic with Outbrain at Competitive Cost

Vertical
Media

Objective
High-quality traffic

Product
Standard Smartad

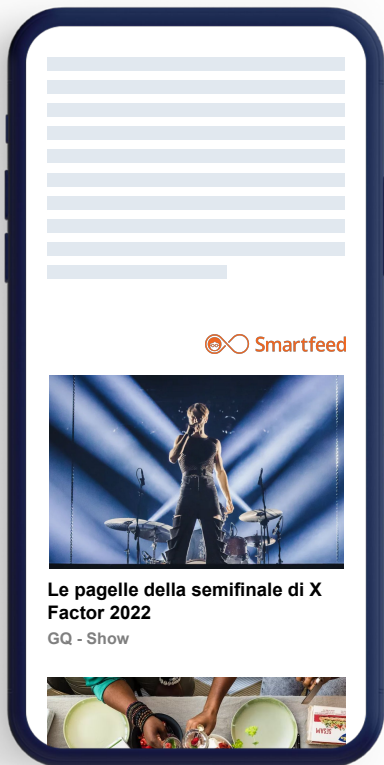
Overview

Condé Nast is one of the leading global media companies and home to some of the world's most iconic brands, including Vogue, The New Yorker, GQ, Vanity Fair, Wired, Architectural Digest (AD), Condé Nast Traveler; and La Cucina Italiana. Headquartered in New York and London, Condé Nast operates in 32 markets. Its print products have 70 million subscribers and its digital channels reach 370 million people.

To increase traffic and page views of its Italian publications Vanity Fair, Vogue, GQ, Wired, La Cucina Italiana and Architectural Digest (AD), Condé Nast Italy collaborated with Outbrain through one of its top partners, Alkemy.

Solution

Alkemy guided Condé Nast Italy to leverage Outbrain's premium publisher suite, recommending a wide variety of articles and attracting new high-quality users to visit its online publications. Outbrain's premium audience, generated from partnerships with leading local media owners, was the perfect match for Condé Nast Italy's requirements. Condé Nast Italy efficiently uploaded hundreds of articles to be promoted using the RSS feed functionality in Amplify, Outbrain's ad management platform.



Results

The campaign achieved great success in terms of cost and engagement, with a CPC 43% lower than the defined target while CTR was six times higher than the goal. In addition, the cost per landing was 90% lower than the most competitive benchmark that Outbrain gives on the value.

-43%

CPC vs. goal

6x

CTR vs. goal

-90%

Cost per Landing on Outbrain benchmark

"We are extremely happy with the traffic quality we're able to generate at a competitive cost and the opportunity to scale campaigns using Outbrain. Due to its outstanding results, we've increased our spending with Outbrain and plan to use the platform for traffic acquisition for the foreseeable future."

– Federica Ruffino,
Consulting & Performance Paid Media Strategist, Alkemy