



COPE increases revenue and engagement with Outbrain's Explore More solution

Vertical
Media

Objective
Revenue, Engagement

Product
Explore More

Overview

COPE is among the largest and most popular Spanish language radio stations.

Looking to further organic traffic and monetization, the station partnered with Outbrain to deploy high quality ads across its online platform.

The main objective of this partnership was to find a way to capitalize on COPE's large presence through social media by engaging site visitors for increased monetization and recirculation.

Solution

To improve the click rate of both organic and paid recommendations, especially for social media traffic that usually has a higher bounce rate, Outbrain and COPE implemented the Explore More solution.

When a visitor decides to leave the website rather than return directly to the initial site (e.g. a social network or a referring webpage), Explore More offers an intermediate step: a full page of discovery content based on consumers' true interests. By design, this dedicated page full of highly engaging recommendations offers higher viewability and attention compared to a standard native advertising widget.



Results

The Explore More solution proved to be very successful at captivating incoming traffic from various referral sources, increasing performance on both ends and generating a new revenue stream while increasing organic recirculation.

Viewability was 3-times higher compared to a standard mobile widget, and CTR saw a four-fold increase.



"Outbrain constantly supports our digital initiatives by introducing new products that directly solve our most urgent challenges. The team not only focuses on business results, but maintains a high quality standard. Its Explore More solution is a great way of re-engaging audiences that otherwise might miss out on our great content, additionally improving the monetization of our websites."

– Ana Blanco Ortega, Advertising and Marketing Department, COPE