



# Outbrain Campaign Leads to -40% CPA Compared to Social for Med-Tech Startup Hello Inside

Vertical

Health & Wellness

Goal

Traffic, Engagement

Product

Conversion Bid Strategy, Contextual Targeting

## Overview

Hello Inside is a scientific self-care platform that uses continuous glucose monitors to create personalized health programs that help improve lives and prevent chronic disease.

The company wished to generate buzz about the brand and engage with potential customers. Assisted by OptimusQ, a company specializing in content strategy and driving engagement through native advertising, Hello Inside launched campaigns with Outbrain to tell its story among quality audiences.

## Solution

OptimusQ started by creating a profile of users who would be intrigued by Hello Inside and its unique messages. In combination with Outbrain's Conversion Bid Strategy and Contextual Targeting tools, the campaign targeted the most contextually-relevant, vertical-specific articles for its audience. Ads therefore appeared in health and lifestyle sections of leading UK publishers such as Sky, The Sun, Mirror, Daily Mail, and others.

Proving that Outbrain is a cost-effective channel for reaching and engaging new users who express genuine interest in the client's messages and product, ads were also designed and written in a manner that would catch the target audience's attention. Users who clicked these ads were then redirected to a well-written article with an optional email newsletter registration form. These registrations were of great value to Hello Inside, as email newsletters are a key element of its sales funnel.



"This free guide helped me balance my glucose in 30 days!"

Hello Inside



December 31, 2021 | 🛛 3 minute read



This year we want to say hit to exploring new things, self-care, and blood glucose as a major part of that. This 30-day guide with tips should help you kick oft your self-care journey and focus on something new: mastering your blood glucose levels for sustainable health improvements. It's easier than you might think.



#### WHY BLOOD GLUCOSE?

Your blood glucose levels are such a powerful indicator of your overall health. Keeping your blood glucose levels relatively stable and in a good range will help you prevent long term health issues. It will also make you feel better and healthier in the short term.

Fluctuations in blood glucose levels can result in weight gain, diabetes, skin issues, hormonal imbalances, infertility and mood swings, just to anne a few. The immediate effects of blood glucose spiles can be the onset of anxiety, diztiness, cravings, fatigue or headaches. In other words: managing your blood glucose will have a positive impact or many sapests of your health.



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### Results

Social media was the main promotion channel for Hello Inside. However, the campaign led by OptimusQ on the Outbrain platform was a great success and showcased groundbreaking results. Thanks to OptimusQ's understanding of the target audience and Outbrain's contextual targeting, the campaign generated 400+ newsletter registrations, with a 40% lower CPA vs. social media.

111M+ Impressions +10K

**Clicks** (+300% growth in website traffic) +400

**Conversions** (Email Newsletter Registrations) -40%

CPA vs. social media

"Driving traffic across relevant sections is an amazing method for engaging with quality audiences. Outbrain's network helped us tell the story of Hello Inside's vision to users who found real value in their messages." —Lior Vexler, CEO of OptimusQ

"We were surprised by how effective the campaign was for our brand. In addition to traffic and registrations boosts, we discovered an effective platform to promote our content strategy and a new channel which serves our online growth." —Jürgen Furian, Co-founder of Hello Inside