



2.3x Overall Revenue for Omroep Zeeland (ORN) Thanks to Outbrain's Smartlogic

Vertical
Publishers & Platforms

Objective
Monetization

Product
Smartlogic

Overview

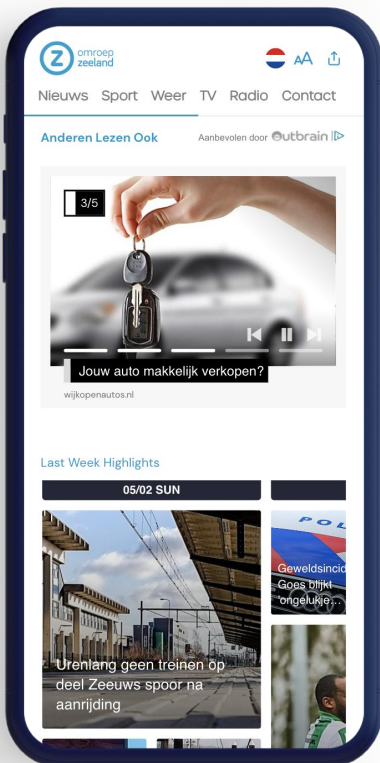
[Omroep Zeeland](#), part of Omroep Reclame Nederland (ORN), is one of the top publishers in the Zeeland region of the Netherlands, with over 2 millions online visitors per month.

Changing consumer habits and increasing demands of the publisher industry make it critical for media owners to provide the best user experience possible in order to boost performance. As a publicly-owned media, the task is even more complex for Omroep Zeeland, having to carefully balance out paid and organic content.

Solution

Looking for a next-generation feed solution that optimizes the entire recommendation experience for greater personalization and revenue, Omroep Zeeland decided to implement Smartlogic.

Smartlogic is Outbrain's latest serving logic that dynamically adjusts the arrangement and formats of content depending on performance data and publisher KPIs. Upon implementation, Omroep Zeeland was able to quickly see a boost in performance for both engagement and revenue. In addition, the Dutch publisher was able to adjust the ratio of organic-paid recommendations as needed.



Results

Just one month after integrating Smartlogic, Omroep Zeeland saw a sharp increase in revenue and reader engagement with its paid content recommendations, far exceeding its expectations.

2.3x	3.35x	+93%
in Overall Revenue	in Paid CTR	Revenue Per Mille (RPM)

“Being able to rely on a trusted partner for our readers' engagement is key in today's landscape. Outbrain's ability to adapt and respond to our challenges is very valuable. Not only did they recommend a solution that more than doubled our overall revenue and allowed us to have full control over our organic-paid recommendation ratio, but the implementation of Smartlogic was fast and smooth; so is their support ever since. We truly look forward to what will bring the next years of our collaboration.”

– Wilfred van Elzakker - Manager Marketing and Communications to Sell, Omroep Zeeland