



Orange Achieves a 44% lower CPA with Outbrain's Native Discovery

Vertical

Telecom

Goal

Qualified traffic, lead generation with low CPA

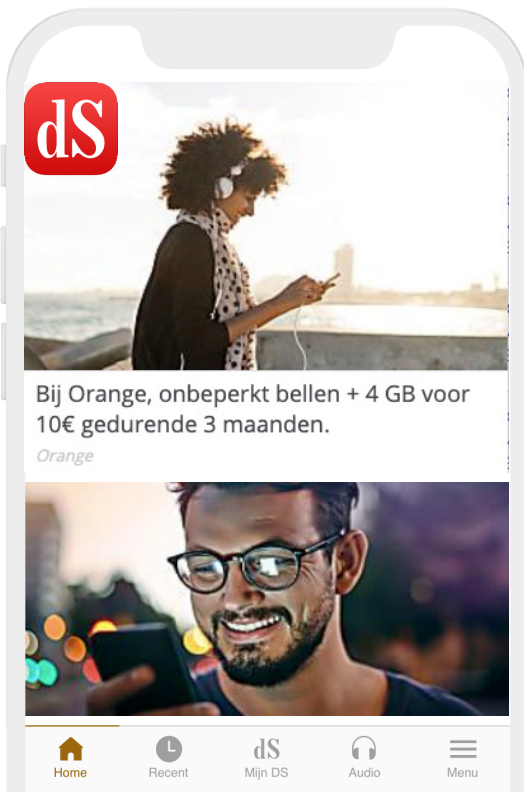
Orange is one of the world's leading multinational telecommunications corporations, and a creator of digital experiences in internet and mobile services.

Overview

As a bold challenger in the Belgian market, Orange breaks from traditional telecom conventions to best respond to new modes of consumption. Orange partnered with Outbrain for the launch of LOVE DUO - a pack that offers a mobile subscription and ultrafast, unlimited fixed internet for the increasing number of consumers watching little to no traditional television. Orange used Outbrain's Native Discovery solutions to generate quality traffic and boost online sales of the LOVE DUO packs while lowering its CPA.

Solution

Orange and its media agency, Havas, engaged qualified audiences on Outbrain's premium publisher network and generated online conversions for LOVE DUO. As a result of the campaign's performance and ability to optimise for best performing headlines and images, Orange continued to use Outbrain's Native Discovery platform to drive performance-driven campaigns for all four of its business lines.



Results

-8%

bounce rate vs other paid advertising channels

+10%

pages per session vs other paid advertising channels

+36%

time spent vs other paid advertising channels

-44%

CPA vs global campaign CPA

In times of AdBlockers and banner blindness, it's hard for a brand to reach its audience digitally. The solutions offered by Outbrain are an excellent way to counter this problem. It's the best of both worlds: content and advertising.
 - Nathalie Moons, Consumer Communications Manager, Orange Belgium