



Native Discovery: Driving and Measuring Results

Yaron Galai - Outbrain Founder & CEO





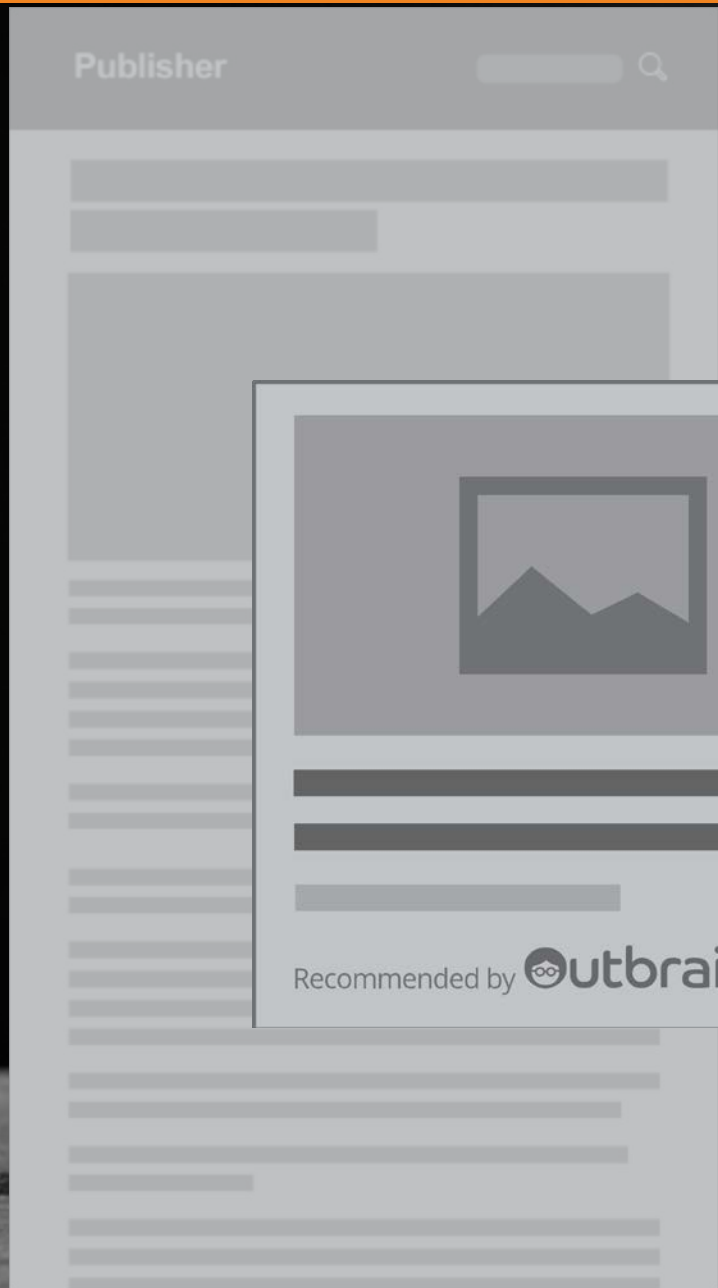


Publisher



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CNN

FOX
NEWS
Channel

msn ESPN

theguardian

news
.com.au

Herald Sun





CNN MONEY

Travel of Tomorrow: Dream vs. Reality



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Ford's Designer on the Making of a Tough Yet Stylish SUV



1 Billion Uniques



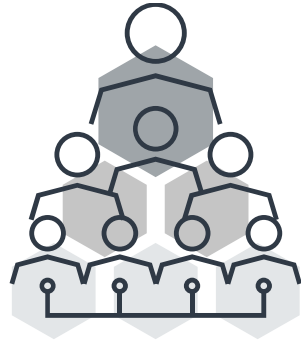


Publisher

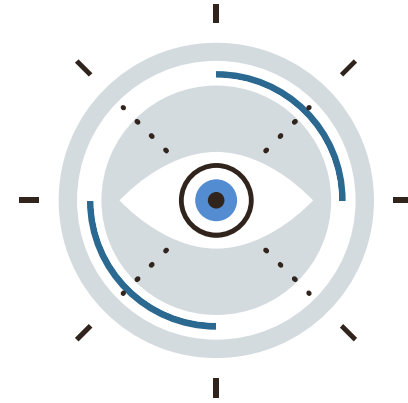


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Campaign Goals



Audience
Reach



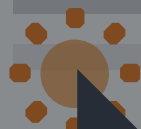
Viewability

Publisher

Take #1



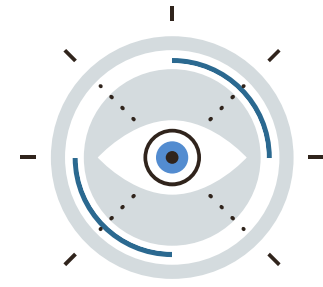
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Healthy CPC



1.6 Million
Impressions

Publisher

Take #2



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Engagement (CTR)

CPC needed

Interruptions needed (/“reach”)

Good!



1.6M

Low



Low



In Native –

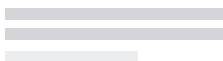
Low engagement comes at a high price!



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Display = paying to interrupt lots of people
=CPM =Viewability =Reach (Imps)

Native = paying to engage the most interested people

=CPC / CPV / CPA =e.g - time spent =CTR



Outbrain + TRENDemon

28 Brands / 2 KPI's

Read Ratio

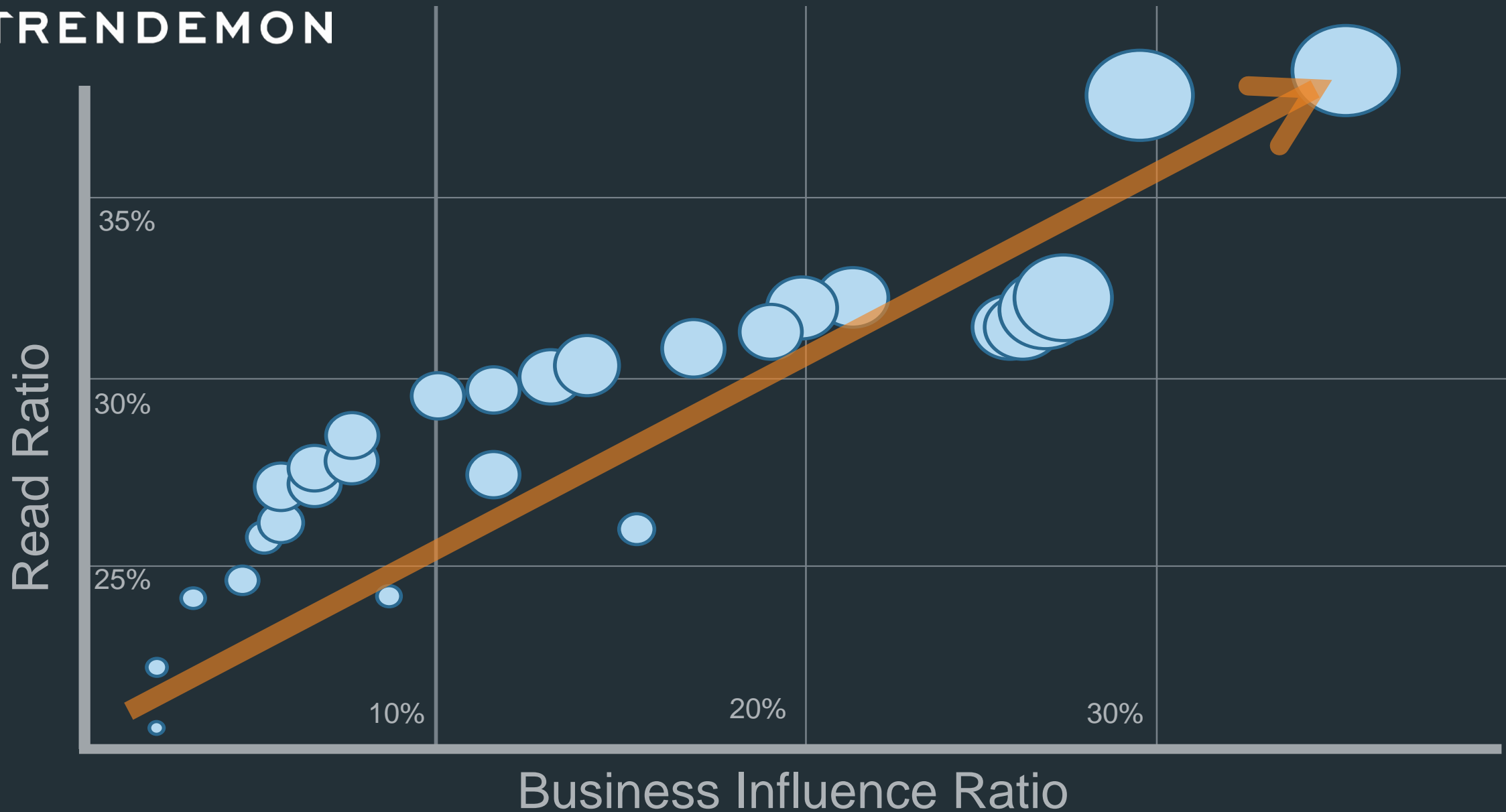
High Engagement PV's

Total PV's

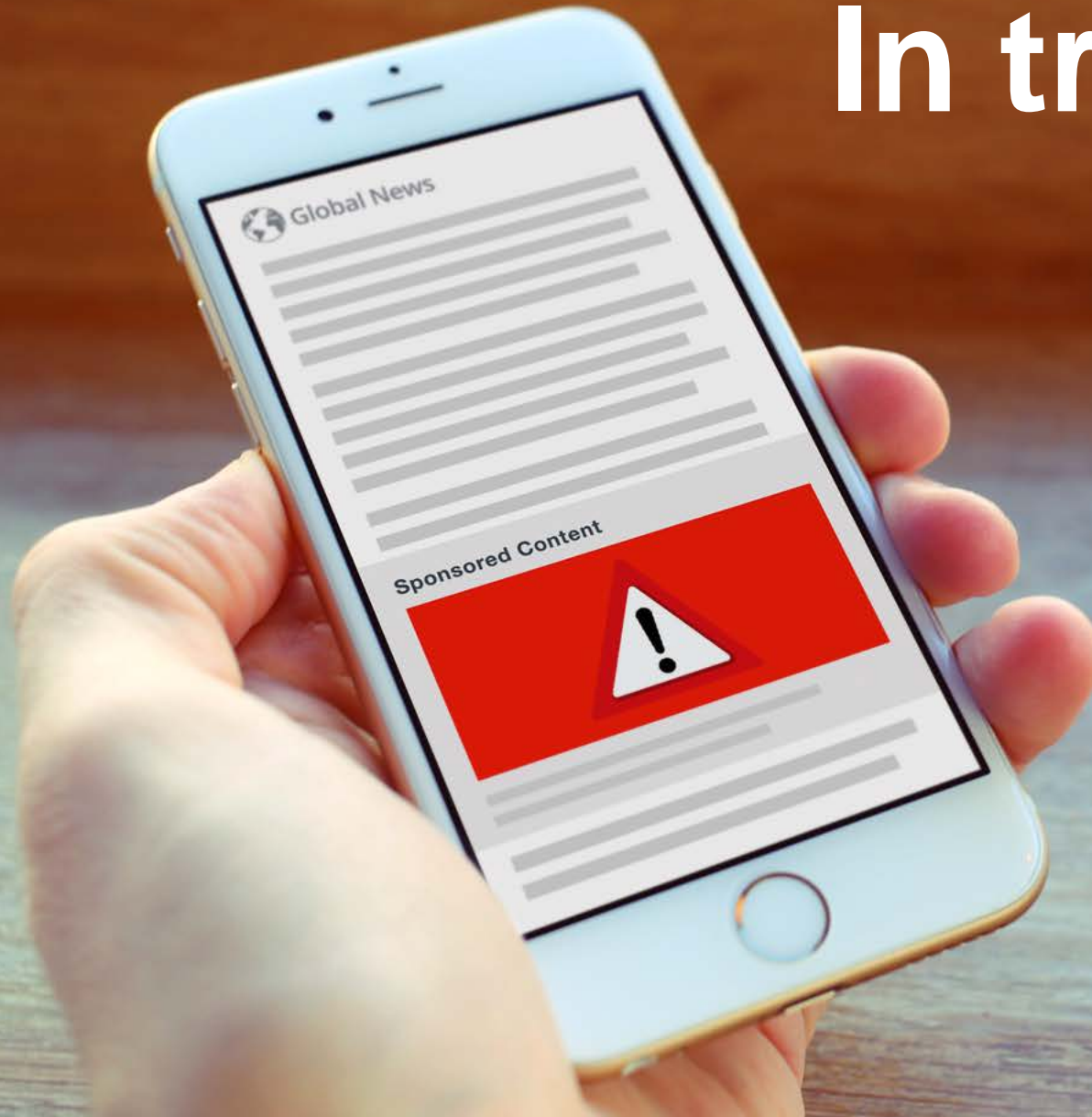
Business
Influence Ratio

High Read Ratio

Successful Conversions



In trust we trust



If brand safety is important for you -

- 1) Limit to **premium** networks
- 2) Insist on full **transparency** of distribution
- 3) Shift budget from CPM to **CPC**





lower price

save

You Found

lower price

save

save

save

Need It?

save
savings made easy

5

lower price

save

save

save

save

Sneaker Cleaner Stick

Sneaker Cleaner Stick

FAST COMPANY

Profits with Purpose: Seventh Generation

Jeffrey Hollender, chief inspired protagonist
Burlington, Vermont
seventhgeneration.com

Seventh Generation takes its name from the Great Law of the Haudenosaunee, which states that "in our every deliberation we must consider the impact of our decisions on the next seven generations."

At Seventh Generation, this wisdom means many things, all of which come together to create a new chain of sustainability that stretches from our company to our customers and out into the world we share. Our mission to do things differently and in the process blaze a new path for business to follow begins with our products and our choice to make them without harmful ingredients and polluting technologies. These include biodegradable, vegetable-based cleaning and laundry products; chlorine-free diapers and training pants; natural lotion baby wipes; chlorine-free organic cotton feminine hygiene products; chlorine-free recycled paper towels, and bath and facial tissues; and trash bags made from recycled plastic.

While our name references the next seven generations, for most parents it's the next generation that matters the most. A short time ago, the e-mail below came into our consumer relations department:

Dear Seventh Generation:

My heart has been overflowing with gratitude since Saturday night. I was emptying the dishwasher, and hadn't realized that it had malfunctioned (all of the dishwashing powder was still in there). My daughter had opened the little detergent door when I wasn't paying attention. I looked down to see her with two handfuls and a mouthful of your dishwasher powder. Frantic, I called Poison Control. "My daughter ate dishwasher powder." They asked what brand it was. "Seventh Generation." "Oh, it's fine then. Just wash it off her hands, and give her a glass of water." Thank you, thank you, thank you!

Sincerely,
Gabrielle Lennon
Idyllwild, California



Takeaway #1

The difference between a product and a brand
is the story



Takeaway #2

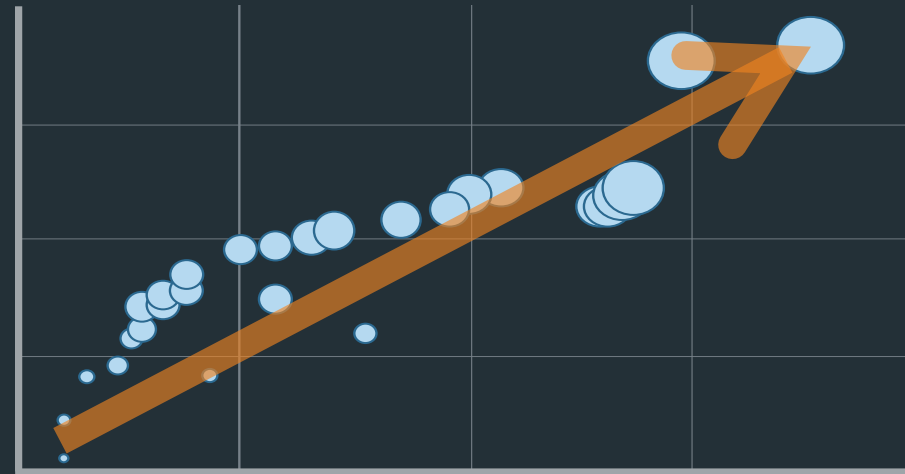
If you're interrupting a story – measure reach.

If you are the story – measure engagement.

Takeaway #3

All marketers are performance marketers...

...the difference is just in the patience of measurement.



Experiment!



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