



Aroundhome uses OB Code to make 100% data-driven decisions and optimize CPA

Vertical

Home Improvement

Objective

Lead Generation

Product

OB Code

Overview

Aroundhome is Germany's leading recommendation platform, which helps homeowners to successfully realize their home projects at the right time by providing individual advice and finding suitable specialist companies.

Managing over 50 lead generation campaigns for a variety of products, Aroundhome experienced missed growth opportunities due to delayed detection of unprofitable ads, impacting its ability to optimize CPL. To address this challenge, the company partnered with Outbrain and implemented OB Code, providing an automated solution that saves valuable time and effort in campaign optimization.

Solution

OB Code established automated rules that streamlined the campaign management process. Such rules made specified changes when conditions were met and delivered alerts for important events.

The brand's primary criteria for creating these rules were to ensure their universal applicability and simplicity, enabling Aroundhome to implement them as needed and achieve their objectives. With the help of OB Code, Aroundhome successfully automated budget reallocation to top-performing campaigns, eliminating the necessity for manual optimization and yielding impressive results.

Results

Aroundhome was able to simplify its management process, save time, and increase campaign efficiency thanks to Outbrain's OB Code solution.

4x

Faster response
time

30h

Time saved per
week

16%

Lower CPA



Was kostet eine Photovoltaik-anlage mit Speicher 2023?

Aroundhome

"In managing various performance marketing campaigns across different platforms, we consistently faced challenges with the late identification of growth opportunities and the delayed detection of unprofitability. By utilizing OB Code, we were able to rapidly test and adapt automations, enabling us to swiftly implement successful strategies across all of our campaigns and solidify Outbrain as a key partner for our success."

— Christian Weikamp, Online Marketing Manager, Aroundhome