

Overview

Available in more than 30 countries worldwide, <u>Babboe</u> is the market leader in family cargo bikes thanks to its network of resellers and consumer webshops. What makes the Dutch brand truly unique is its recognizable wooden design and broad range of cargo bikes and accessories. With over 15 years of experience, Babboe is the go-to brand for cargo bikes.

With ambitious international expansion goals in mind, Babboe looked to promote its products to new, international audiences. Doing so, the brand sought to diversify its traffic acquisition sources outside of social and display – testing native advertising for the first time.

Anotographes rendent le plus nommage, en faisant revivre des lieux oubliés. Ainsi l'ancienne Bourse du travail, construite dans les années 1950 par un architecte russe et lieu de nombreuses rencontres syndicales, s'est transformée le temps du festival en un espace de colloques, débats, concerts et expositions. « C'est très important pour nous en tant qu'artistes de pouvoir exposer dans de tels lieux, affirme Mouna Jemal Siama. Alors qu'en Europe, on dit que les artistes fuient les galeries, ici on se retrouve à investir de nouveaux espaces par manque de galeries ou d'endroits où exposer. Et tant mieux d'ailleurs. »

Lilia Blaise (Tunis, correspondance)

Contenus sponsorisés par Outbrain



Maintenant: Divers vélos cargos Babboe livrés en 3 semaines Voilà l'automne! 50€ de réduction sur une tente de protection de pluie à l'achat d'un vélo cargo.

Solution

Outbrain's impressive reach of the digital population in France and Germany through an extensive premium publisher suite, as well as its crucial industry focus around context and privacy, made the global recommendation platform the ideal partner to promote Babboe's family cargo bikes abroad.

Outbrain's proprietary contextual targeting solutions enabled Babboe to reach qualified consumers whose interests aligned with its products. Combined with a compelling ad experience, Babboe deployed its Outbrain campaigns across specific interest categories - parenting, environment, sports, and travel - that would have the most impact among its target audience of young families.

Results

Babboe was quick to realize that non-intrusive and engaging native ad formats outperformed both social and display channels in Germany, leading to expanding the campaign in France:

+51%

Time on site vs. Display (DE) +90%

Time on site vs. Social (DE)

-60%

CPC vs. Display (FR)

"Outbrain has proven to be a unique partner to support our international growth in Germany and France. Our constant and open communication throughout the duration of the campaign gave us the confidence that we were getting the most out of our budget. Outbrain not only helped us deliver outstanding results, but did so outperforming the channels we generally rely on – making our first native campaign a highly successful one"

- Marion Kempkens, Senior Online Marketer, Babboe