



# Daskochrezept.de Doubles Revenues After Key Placement Optimization from Outbrain



## Overview

BurdaVerlag is among Outbrain’s top premium partners and a subsidiary of Hubert Burda Media, one of the biggest publishers in Germany. BurdaVerlag is a key player in the German publishing space, with 155 magazines and about 100 digital media properties, including the cooking websites [einfachbacken.de](#), [daskochrezept.de](#) and [meine-familie-und-ich.de](#).

After successfully implementing Outbrain’s solutions across those sites in 2020 and 2021, BurdaVerlag was ready to take the next step to optimize its monetization potential.

## Solution

BurdaVerlag was looking for ways to expand its partnership with Outbrain and increase the viewability rate to subsequently generate higher revenue. With a constant willingness to ensure a great user experience, BurdaVerlag was hesitant at first to implement an additional widget on its cooking websites, as readers shouldn’t be interrupted when following a recipe.

Leveraging proprietary technology and decades of expertise, Outbrain was able to identify the perfect placement for a second widget and therefore managed to increase monetization without sacrificing the page experience.



## Results

The implementation of the new widget has been extremely successful. With Outbrain’s second widget, BurdaVerlag was able to significantly increase RPM and overall revenue on the three sites.

**+53%**

RPM lift of widget on [Einfachbacken.de](#)

**+82%**

RPM lift on [Daskochrezept.de](#)

**+75%**

RPM lift on [Meine-familie-und-ich.de](#)

**+96%**

Revenue increase [Daskochrezept.de](#)

“Thanks to Outbrain, we generated greater advertising revenue via an additional widget, without negatively influencing the usability of the site. We are really happy with the results and the support we received from the Outbrain Team to achieve a successful widget implementation.

– Tom-Oliver Welle, Digital Marketing Manager at Hubert Burda Media