

## CAMAÏEU

# Camaïeu Boosts ROI with Outbrain as an Effective Contribution Lever to Sales

**Vertical:**

Retail

**Goals:**Qualified traffic,  
Engagement**Products:**Standard Smartad,  
Clip

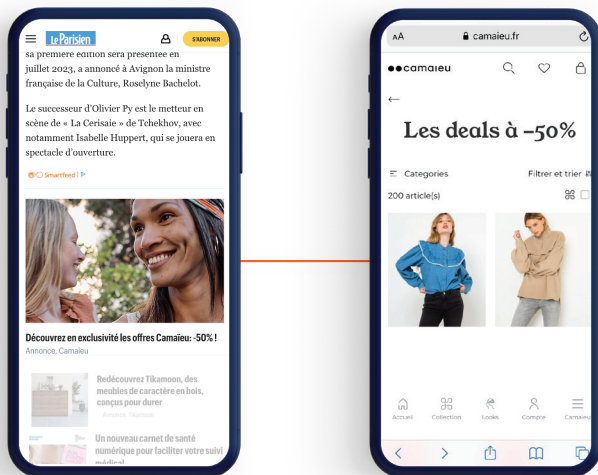
## Overview

Camaïeu is a French, ready-to-wear retail company that manufactures and sells its own collections of women's clothing. The brand sought to boost e-commerce activity in preparation of peak online traffic for the 2021 summer sales season.

With a media mix dedicated to performance – Search and Social as the main levers – Camaïeu chose to diversify with native ads using Outbrain's recommendation platform. The brand had a dual objective of generating new visitors while boosting conversions and ROI.

## Solution

Camaïeu was convinced by the power of Outbrain's network of top media owners and its knowledge of consumers' true interests. To generate qualified traffic to its site, Camaïeu leveraged Outbrain's Standard Smartad: a brand-safe, impactful ad format placed at the end of an article where reader attention is at its highest. Outbrain's Clip Smartad, a short-form video format designed to achieve performance KPIs, was then used to bring Camaïeu's products to life and exceed the campaign's conversion goals.



## Results

The quality and power of Outbrain's publisher network and its advanced targeting capabilities enabled Camaïeu to far exceed its objectives:

**85%**

New visitors: Outbrain performed 2x better than Facebook (40%) and 4x better than Google (20%)

**2x**

CVR using a contribution model vs last click measurement

**1.5x**

Revenue using a contribution model vs. last-click measurement

"Diversifying our media mix and therefore testing other attribution logics is important to us. This is especially the case to improve performance in terms of new visits and conversions, and to feed our audience pools. Outbrain's added value can be seen by analyzing the performance of the campaign along the entire funnel, and not just by focusing on the last-click as we might be used to. Outbrain actually doubled conversions with this approach, and as a result we're planning to use Outbrain in upcoming digital campaigns."

– Coralie De Graeve, Traffic Manager at Camaïeu