

ECOFLOW

Outbrain becomes key partner within EcoFlow’s media mix for attracting engaged audiences



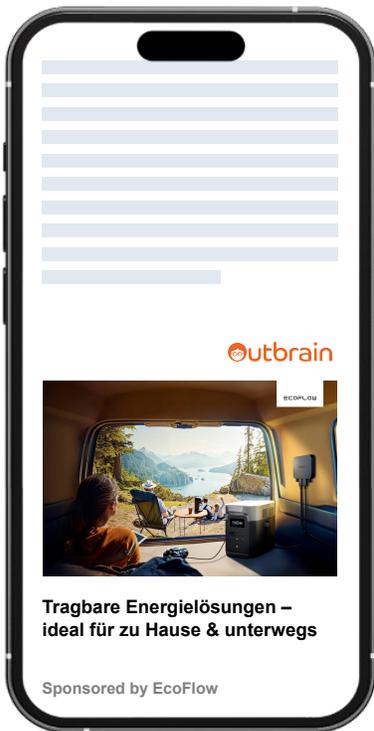
Overview

EcoFlow offers portable power and eco-friendly energy solutions, including portable power stations, smart devices, and home energy systems, to customers in over 100 global markets.

Despite traditionally utilizing display ads across major platforms to scale its business, EcoFlow aimed to broaden their reach outside of the walled gardens and attract new quality leads with stronger user engagement, particularly in the German market.

Solution

To effectively reach quality users, EcoFlow turned to Outbrain's bid automation, leveraging AI and machine learning to optimize toward its engagement goal. Doing so, the brand was able to leverage its own user behavior and website data to reach the right audiences based on interest. This customer range entailed those aged 40+ with a high income and with affinity for technology and the environment. By targeting the tech and energy categories through contextual technology, EcoFlow was able to reach high-intent audiences in a privacy-preserving way.



Results

EcoFlow achieved strong increases in session duration and CTR compared to display, while also lowering CPC – proving the efficiency of Outbrain's bid automation to optimize on outcomes. Over its one-year collaboration, Outbrain has become a staple within Ecoflow's media channels for new product launches and seasonal sales promotions.



"I think Outbrain is one of the best platforms for native advertising. By placing our brand message within a high-quality and trusted environment, our brand gains exposure and engagement with valuable audiences. In addition, the transparent reports and optimization tools provided by the platform allow us to easily track results, continuously maximize delivery strategies, and achieve strong user traffic and influence in the long term. Outbrain has become an indispensable partner in our advertising mix."

Linda Wan - Global Digital Advertising Manager, EcoFlow