

EveningStandard.

Outbrain's Video and High-Impact Display experiences drive 28% revenue uplift to The Evening Standard

Vertical
Publisher

Objective
Revenue

Experience
Video & HID

Overview

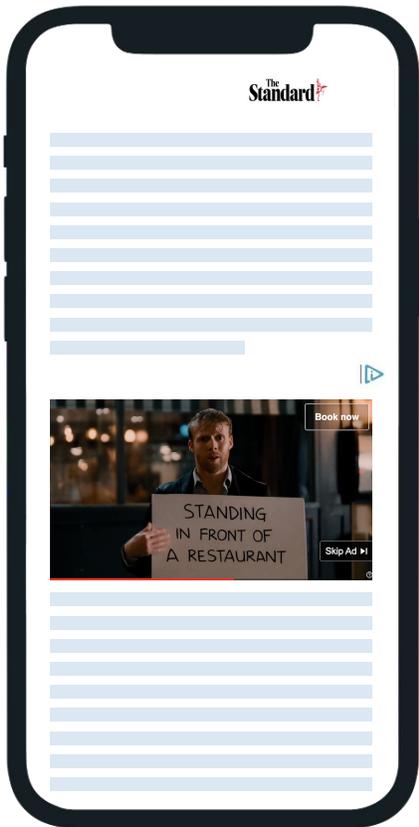
[The Standard](#), the Evening Standard's digital brand, is a newsbrand that trusts Outbrain to balance sustainable monetization with quality editorial engagement on its site.

Most recently, this partnership has expanded to incorporate Outbrain's new branding solutions for advertisers within their highly-viewable placements, which resulted in incremental revenues and high user engagement levels.

Solution

Outbrain's premium Video and High-Impact Display experiences are served in high-attention publisher placements, which attract enterprise branding budgets from [Onyx](#).

Onyx is Outbrain's new branding solution for enterprise advertisers to drive greater attention and corresponding impact for brands on the open web. In turn, this offering allows Outbrain to expand and evolve the value we bring to our publisher partners, like The Evening Standard, by generating new incremental revenues from top-of-funnel campaigns and keeping users engaged on their pages for longer.



Results

Within the first week of activating Outbrain's Video and High-Impact Display experiences in their highly-viewable placements, The Evening Standard saw a significant increase in Outbrain revenues and user attention levels.

+37%

Avg. AU score vs. display benchmark*

+26%

Avg. AU score vs. video benchmark*

+28%

Avg. RPM lift

70%

Avg. video completion rate

*Adelaide Analytics benchmark; AU = Attention Unit

"Working with Outbrain in a new, revenue-based partnership is opening up opportunities for the Evening Standard to deliver sustainable revenues throughout the year. By enabling their new branding experiences within our article placements, we've been able to capture our users' valuable attention, delivering on important brand metrics for advertisers while also achieving double-digit incremental revenues – benefiting all stakeholders in the partnership."

– James White, Chief Commercial Officer, Evening Standard