



Qualified Traffic Generation for Inteligência Financeira: Outbrain Becomes Top Performer Over Walled Gardens

Vertical
Finance

Objective
Qualified Traffic

Product
Generative AI

Overview

Financial Intelligence, launched in 2021 by Itaú Unibanco, is a news and analysis portal covering economics, finance, and investments. Its aim is to simplify coverage of the financial market to assist those who don't currently invest and to guide those who already invest in making better decisions.

By predominantly utilizing social media and search to generate qualified traffic for its portal, the brand found an opportunity on the open web to further evolve its KPIs. Outbrain's solutions were incorporated into the campaign mix to generate scale through its extensive inventory in Latin America and to enhance performance using AI optimized for conversion.

Solution

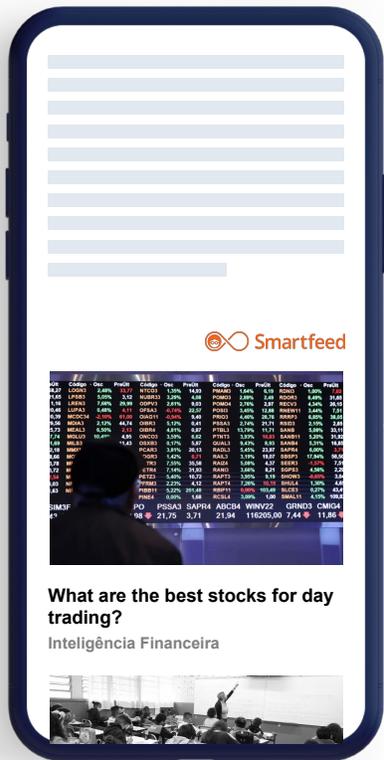
Leveraging Outbrain's automated bidding tool, Inteligência Financeira optimized its campaign with minimum human input while maximizing efficiency to convert engaged open-web audiences. Additionally, the brand maximized impact through Outbrain's generative AI technology, efficiently crafting multiple creative variations based on its own financial blog content.

By maintaining consistency between ad creative and landing page, Inteligência Financeira was able to provide a unified experience to its audience, ultimately boosting conversions.

Results

Outbrain quickly became the top performer in for Inteligência Financeira, bringing in highly engaged audiences while maintaining low resource requirements:

+18% clicks vs. Social and Search
-15% CPC vs. Social and Search
+22% time spent vs. Social and Search



We saw audience growth for Inteligência Financeira begin to plateau, and our media mix became less efficient in terms of cost. We decided to explore new ways to meet our qualified traffic goals, and pinpointed Outbrain as the most relevant media to test. The company's AI-based suite of products, tailored to drive conversion, delivered results that exceeded our expectations. Outbrain has evolved into a crucial partner of our mix media.

Marcelo Carmim, Marketing Coordinator at Itaú Unibanco

We have a great partnership with Outbrain. The local team is fully dedicated and has been instrumental in making this activation a success through strategic campaign management and constant optimization. On their recommendation, we installed the Outbrain pixel, which very quickly generated +54% qualified visits.

Nadia Araújo, Media Supervisor at Galeria.