



Outbrain Campaign Leads to -40% CPA Compared to Social for Med-Tech Startup Hello Inside

Vertical Health & Wellness	Goal Traffic, Engagement	Product Conversion Bid Strategy, Contextual Targeting
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Overview

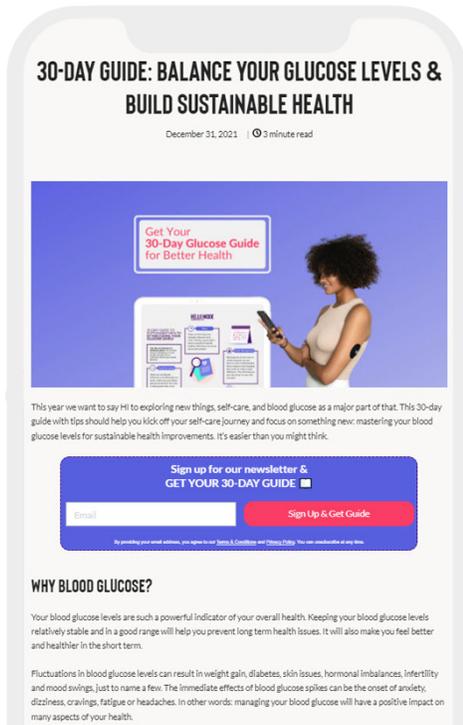
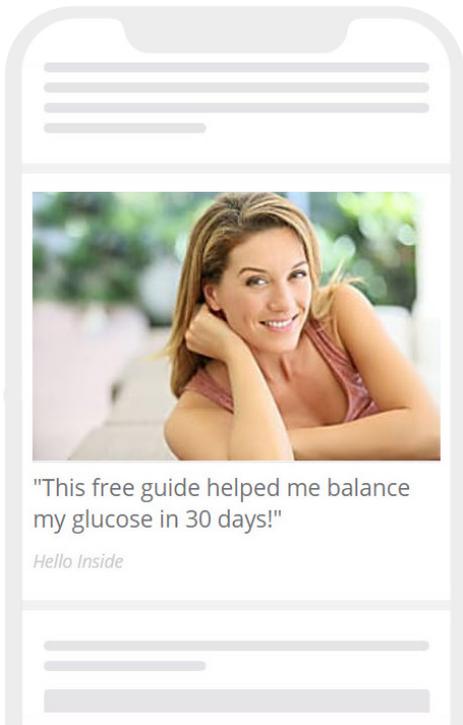
Hello Inside is a scientific self-care platform that uses continuous glucose monitors to create personalized health programs that help improve lives and prevent chronic disease.

The company wished to generate buzz about the brand and engage with potential customers. Assisted by OptimusQ, a company specializing in content strategy and driving engagement through native advertising, Hello Inside launched campaigns with Outbrain to tell its story among quality audiences.

Solution

OptimusQ started by creating a profile of users who would be intrigued by Hello Inside and its unique messages. In combination with Outbrain’s Conversion Bid Strategy and Contextual Targeting tools, the campaign targeted the most contextually-relevant, vertical-specific articles for its audience. Ads therefore appeared in health and lifestyle sections of leading UK publishers such as Sky, The Sun, Mirror, Daily Mail, and others.

Proving that Outbrain is a cost-effective channel for reaching and engaging new users who express genuine interest in the client’s messages and product, ads were also designed and written in a manner that would catch the target audience’s attention. Users who clicked these ads were then redirected to a well-written article with an optional email newsletter registration form. These registrations were of great value to Hello Inside, as email newsletters are a key element of its sales funnel.





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Results

Social media was the main promotion channel for Hello Inside. However, the campaign led by OptimusQ on the Outbrain platform was a great success and showcased groundbreaking results.

Thanks to OptimusQ's understanding of the target audience and Outbrain's contextual targeting, the campaign generated 400+ newsletter registrations, with a 40% lower CPA vs. social media.

11M+

Impressions

+10K

Clicks

(+300% growth in website traffic)

+400

Conversions

(Email Newsletter Registrations)

-40%

CPA vs. social media

"Driving traffic across relevant sections is an amazing method for engaging with quality audiences. Outbrain's network helped us tell the story of Hello Inside's vision to users who found real value in their messages."

—Lior Vexler, CEO of OptimusQ

"We were surprised by how effective the campaign was for our brand. In addition to traffic and registrations boosts, we discovered an effective platform to promote our content strategy and a new channel which serves our online growth."

—Jürgen Furian, Co-founder of Hello Inside