



Outbrain impacts Prestiter's growth with 15% optimized CPA vs other platforms

Vertical
Finance & Insurance

Objective
Optimized CPA

Product
Bid Automation

Overview

Prestiter, a leading salary-backed loans provider for employees and retirees in Italy, brings over 25 years of experience and a strong nationwide presence. Through strategic collaborations, Prestiter enables access to tailored solutions under agreements with key state institutions like INPS, MIUR, and NoiPA, empowering pensioners, educators, and public employees to achieve their financial goals.

With a complex, offline sales funnel that typically requires up to 30 days to transition a lead into a sales opportunity, finding high-intent prospects was critical for business growth. Looking to expand opportunities online and generate high-quality leads, Prestiter partnered with Outbrain to effectively target potential customers at optimal acquisition costs.

Solution

Known as the experts in maximizing outcomes on the open internet, Outbrain's prediction engine drives audience engagement in moments of relevance, correlating that engagement to intent. The platform also offers a range of solutions, based on its prediction engine, to ensure every aspect of a campaign works for maximum output. This includes having the proper bid strategy to achieve optimal value.

Prestiter leveraged Outbrain's bid automation tools to decipher user intent and interest, ensuring no missed opportunity or inefficiency by automatically setting appropriate bids in real time. In addition to saving time and effort, bid automation also ensured the campaign worked toward Prestiter's custom performance goals, such as boosting traffic quality and conversion rates, while maintaining the defined CPA goal.

Results

In just six months, Prestiter successfully generated over 4,000 leads through Outbrain, with a significant 15% improvement in CPA compared to search and social platforms. Over 80% of the leads were qualified, underscoring the effectiveness of Outbrain's optimization capabilities.

-15%

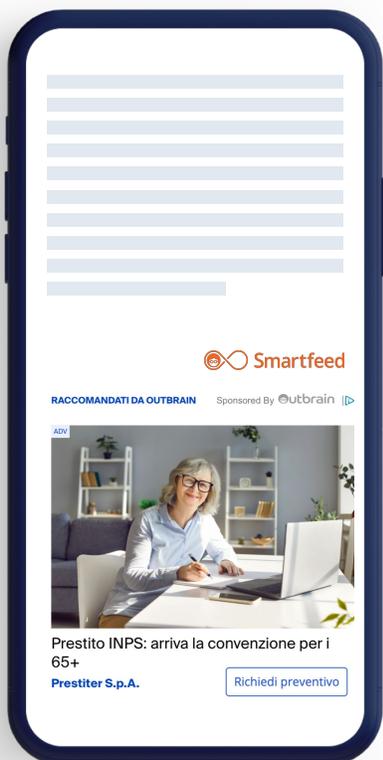
CPA vs other platforms

+4K

leads in 6 months

80%

qualified leads



"Outbrain is an essential partner in our advertising mix to connect new customers with our brand and services. The transparency of reports and optimization tools allows us to monitor results in real-time and swiftly adjust strategies to maximize campaign performance. Additionally, the dedicated support and availability of the Outbrain team have been invaluable in optimizing results and ensuring a collaborative, productive experience."

– Simone Di Vincenzo, Marketing Director, Prestiter