



# Outbrain Becomes Best Native Traffic Source for Australia's Leading Sports Retailer, Rebel

<b>Vertical</b>	<b>Objective</b>	<b>Product</b>
Retail	Traffic	Click-to-Watch

## Overview

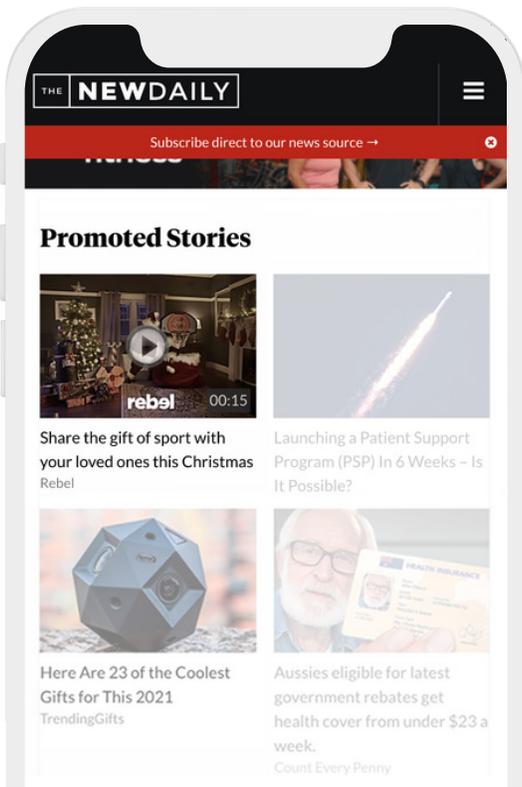
Rebel is Australia's largest sport retailer that delivers well-known sporting goods and equipment. Owned by the Super Retail Group, the brand has more than 160 stores across the country and is considered the preferred retailer of sports brands in Australia. Its media agency, OMD, approached Outbrain as it saw an opportunity to diversify Rebel's advertising channels and bring high-quality traffic to the brand's website.

## Solution

With extensive knowledge in native advertising, Rebel's agency team at OMD relied on Outbrain for many campaigns across its digital plan. OMD tested several different ad formats and placements to ensure that campaigns achieved the most premium traffic at an optimal CPC.

As Rebel's goal was to drive traffic to its website, a majority of budget was allocated to Click-to-Watch video campaigns. Outbrain's Click-to-Watch offers an immersive and interactive video experience where users willingly engage for 100% true views, while giving brands the possibility of a branded background for higher brand recognition and multiple CTA integrations to optimize performance goals.

These campaigns were targeted to users interested in health and fitness content, on premium publisher pages such as the Nine Group, Sky News, and MSN. Outbrain's Click-to-Watch video experience delivered Rebel's top-performing campaigns, achieving an in-player CTR of 20%.



## Results

<b>21K</b>	<b>-22%</b>	<b>20%</b>
Unique visitors per month	CPC vs. other native platforms	in-player CTR

"Outbrain has been a big part of our media roster, becoming the preferred partner for mid-funnel objectives by driving additional traffic to site and efficient CPCs. Given Outbrain's extensive network and wide range of format choices, we've been able to directly drive users to product pages in order to meet Rebel's business objectives."

- Danica Berjanovic, Account Manager, OMD