



Outbrain Becomes Most Profitable Open Web Platform for Sunny Digital

Vertical Affiliate (Gadgets)	Objective Sales, Optimized CPA	Product Conversion Bid Strategy
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Overview

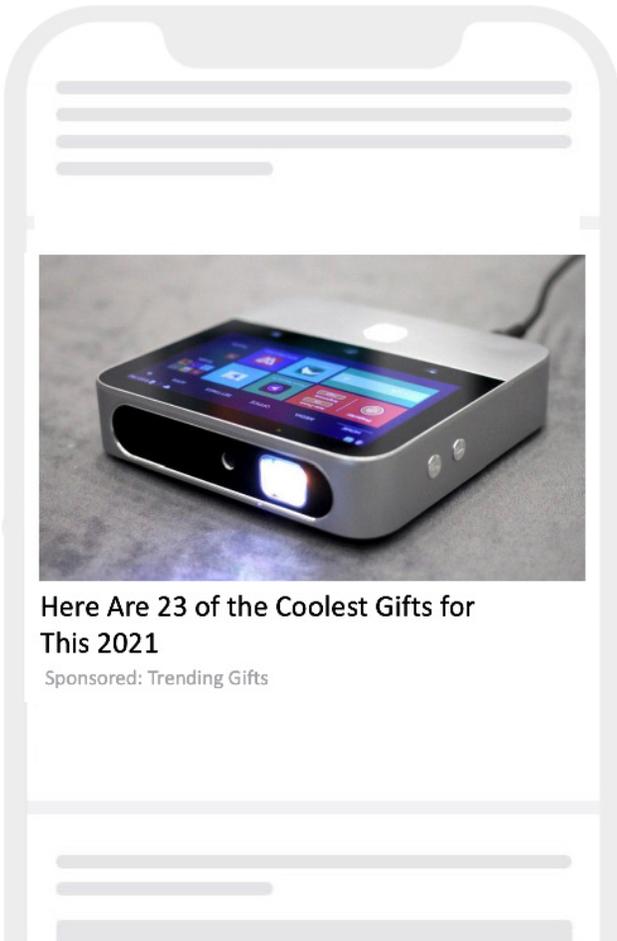
Sunny Digital Tech is a team of media buyers that helps e-commerce brands acquire new customers, increase sales, and increase profitability.

With its clients looking to expand into EU markets and scale outside of social or search channels, Sunny Digital partnered with Outbrain to run native advertising campaigns on the open web. Client success for Sunny Digital entailed building an audience of email subscribers, increasing e-commerce sales, and driving retention for repeat customers.

Solution

Sunny Digital and Outbrain focused on 3 core areas to drive campaign performance and profitability when reaching EU customers:

- Focus on a regional-specific allowlist of high performance publishers such as Sky News, Spiegel, and n-tv.
- Leveraging Outbrain’s automated bidding strategies to hit specific CPA and ROAS goals.
- Using Outbrain’s retargeting solution to re-engage with users and generate incremental sales



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Results

Thanks to Outbrain’s targeting capabilities, Sunny Digital was able to fully achieve its goals in terms of an effective CPA, strong engagement and conversion rates, as well as repurchase rates.

-18.5%
CPA vs. Google Display

25%
Repurchase rate vs. target

+15%
Email registrations vs. other open web platforms

+20%
Page dwell time vs. other open web platforms

“We chose Outbrain because it is the largest source of native traffic, including very high-quality European traffic. Conversion Bid Strategy is very easy to use, and has allowed us to keep our CPA costs about 20-30% below expectations and see results within a week. The repurchase rate was 25% higher than the target, outshining our other partner channels.”

- Hao Yuan, CEO