



Outbrain's Zemanta Becomes #1 DSP for DKV's Lead Generation Campaign

Vertical
Finance

Objective
Lead Generation

Product
Zemanta

Overview

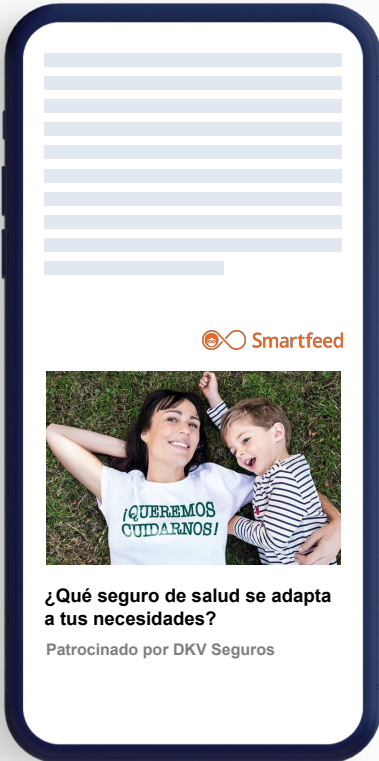
DKV is a leading health insurance provider in Europe and a subsidiary of the German insurance group, ERGO.

DKV's goal was to attract users interested in learning about the advantages of health insurance, ultimately getting them to subscribe to a policy with the brand. To meet this objective, DKV and Performics developed a multi-channel digital strategy to cover all stages of the funnel, involving Outbrain and its proprietary DSP, Zemanta.

Solution

To complement standard display campaigns and optimize cost, the brand worked with Outbrain on a native format activation via Zemanta. The end-to-end media platform leverages bespoke, outcome-focused bidding and predictive technology to drive consumer engagement and return on ad spend.

The campaign focused on a fairly broad coverage, with interest targeting applied on DKV's high-performing audience segments. Best practices included prioritizing top-performing creatives and adding new verticals of interest to deliver optimal conversion.



Results

Activation with Zemanta achieved an optimal volume of leads and economized the costs of the overall full-funnel digital strategy, evidenced by the reduction in CPL. Zemanta became the DSP with the highest number of policy subscriptions.



"Outbrain's proprietary DSP, Zemanta, has become a key pillar of our strategy to diversify our lead generation plan and meet our goals. The results obtained allow us to rely on Outbrain to continue to achieve good results and ensure progressive increases in the performance of our campaigns."

- Nacho García Delgado, Client Lead, Performics