



# Drive Performance Programmatically on the Open Web



# Drive Performance Programmatically on the Open Web with Outbrain

**As the advertising industry continues adapting to stricter regulations in regards to consumer privacy, marketers are finding themselves needing new and more creative ways to reach consumers. One solution that marketers have been moving towards for some time now is the shift to programmatic advertising, which allows marketers to increase efficiency and ROI, centralize their data, and utilize new algorithms and AI for their campaign targeting.**

Outbrain, as a leading recommendation platform, offers a performance-first solution that drives engagement and post-click results. With Outbrain's Programmatic Access (OPA), you can enjoy a range of benefits and drive engagement by buying Outbrain's unique inventory through your preferred DSP – including CPM pricing, consolidated control and reporting, and greater efficiency and scale.

Outbrain also provides you with a wealth of data as a result of our engagement-focused model and direct publisher relationships. We understand what consumers are interested in and how context correlates to intent – and as cookies continue to decline, this understanding has never been more important.

**With OPA, programmatic buyers have the ability to harness this data to drive real outcomes with their programmatic budgets across Outbrain's premium publisher network.**

## **Outbrain is available as a supply source across the following DSPs:**

- Google Display & Video 360
- TheTradeDesk
- Xandr (AppNexus)
- Yahoo DSP
- MediaMath
- Adform
- Bidtellect

# Why do advertisers prefer using Outbrain as a programmatic partner?



**94% scale of the U.S. digital audience**



**Engagement-first platform with KPI driven solutions geared towards maximizing ROAS**



**More efficient CPMs compared to other programmatic partners**



**Access to Outbrain's first party audience data**



**Built for a cookieless and privacy-centric future by using interest and context to provide better personalization**



**Hard-coded, exclusive inventory on premium publisher pages, such as:**



*"Outbrain has shown they are consistently adapting their offering to match the marketplace. It seems every few months there is a new deal type of format available to tap into which keeps them top-of-mind when evaluating partners."*

– Ally

*"Partnering with Outbrain has been very easy and valuable to the success of our overall Programmatic efforts. This has allowed us to scale further and drive more conversions & revenue. I really appreciate all of the recommendations and help the Outbrain team provides."*

– Wpromote

# Why do advertisers prefer using Outbrain as a programmatic partner?

Outbrain's performance-first platform lets you leverage programmatically your own data, or Outbrain's own proprietary data. This unique contextual and interest data, gathered as a result of Outbrain's direct publisher partnerships and unique recommendation experience, yields billions of engagement data points. Our CPM-based model supports engagement KPIs with outcome-based deal ID offerings such as Max CTR and Interest Deal:

## Max CTR Deal

Our Max CTR Deal analyzes billions of contextual data points in real time, to only send buyers bid requests for the highest engagement opportunities, on a pre-bid basis. In the same way platforms guarantee viewability with pre-bid solutions, Outbrain guarantees real engagement and outcomes on a pre-bid basis – which will only become more important as cookies fully decline.

**And the results speak for themselves – programmatic buyers benefit from a 5x higher CTR with the Max CTR deal versus run-of-network campaigns.**

## Interest Deal

Consumer reading habits, and the actions taken from various articles, inform Outbrain's proprietary Interest Graph. The Interest Graph collects data points from one billion consumers to define their unique interest combinations that give marketers visibility into their mindset. It does not primarily rely on cross-site profiles (which would utilize cookies): Interest Profiles are based on reading habits across individual publishers.

**This is consistently one of Outbrain's most successful tactics – 65% of our Q4 2021 total US deal spend was allocated towards Interest Targeted deals, and marketers using Interest Targeting saw their average conversion rate increase up to 55%.**

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To learn more or speak to an Outbrain expert, please e-mail [usprogrammatic@outbrain.com](mailto:usprogrammatic@outbrain.com)



[outbrain.com](https://outbrain.com)