

OUTBRAIN DISCOVERY

THE POWER OF IN-FEED MARKETING

STREAMING OUTBRAIN TO THE KIWIHUG
MARCH 15th, 2016



@YoavTourel

**THIS IS GOING TO BE A
SHORT PRESENTATION.**

**BECAUSE YOU DON'T
HAVE TIME. NOBODY HAS.**

A close-up photograph of an hourglass with orange sand. A wooden gavel is positioned diagonally across the frame, with its head resting near the top of the hourglass. The background is a soft, out-of-focus grey.

**TIME IS A
SCARCE
RESOURCE**

**THE RIGHT AUDIENCE
THE RIGHT MOMENT
THE RIGHT VALUE**

THE THREE DIGITAL MOMENTS



SEARCH



SOCIAL



DISCOVER



THE THREE DIGITAL MOMENTS

SEARCH

Electric Bikes

All Shopping Images News Videos More Search tools

About 10,500,000 results (0.53 seconds)

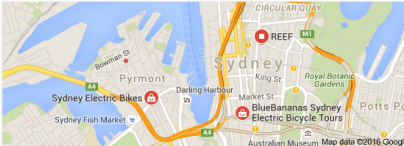
Electric Bikes Australia - Eco Friendly, Quiet, Low Emissions
www.smartaustralia.com.au/ebike
Urban Mobility At It's Best.
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High Torque Electric Bike - Original & Unique Electric Bikes
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Free Delivery Australia Wide!



Sydney Electric Bikes
4.5 ★★★★★ (35) · Bicycle Shop
210 Harris St · 0411 897 760
Open until 7:00 pm
Website Directions

BlueBananas Sydney Electric Bicycle Tours
4 reviews · Tour Operator
2/281 Clarence St · (02) 9114 8488
Open until 5:00 pm
Website Directions

REEF
3.9 ★★★★★ (8) · Corporate Office
33/264 George St · (02) 9258 1152
Open until 5:00 pm
Website Directions

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Sydney Electric Bikes and Conversion Kits
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So you're thinking of buying an electric bike? Congratulations you are about to experience a life changing moment. An Ebike is one of the best products you can ...

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SOCIAL

Junkee
1 hr · 🌐

YAS QUEEN.



The New 'Broad City' Trailer Just Dropped; Gave You Infinitely More Facebook Cover Photos

JUNKEE.COM


102 Likes 33 Comments

Like Comment Share

Suggested Post

Current Events Town
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Trending: Millionaires from Australia are doing everything to get this banned from the internet!



... but the video got exposed now! (VIDEO)

OUTPOLLER.COM

308 Likes 111 Comments 85 Shares


Like Comment Share

DISCOVER

news.com.au

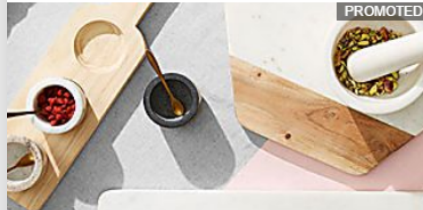
realestate.com.au

PROMOTED




Experience Perfect Beaches While Camping on the NSW North Coast.
visitnsw.com

PROMOTED



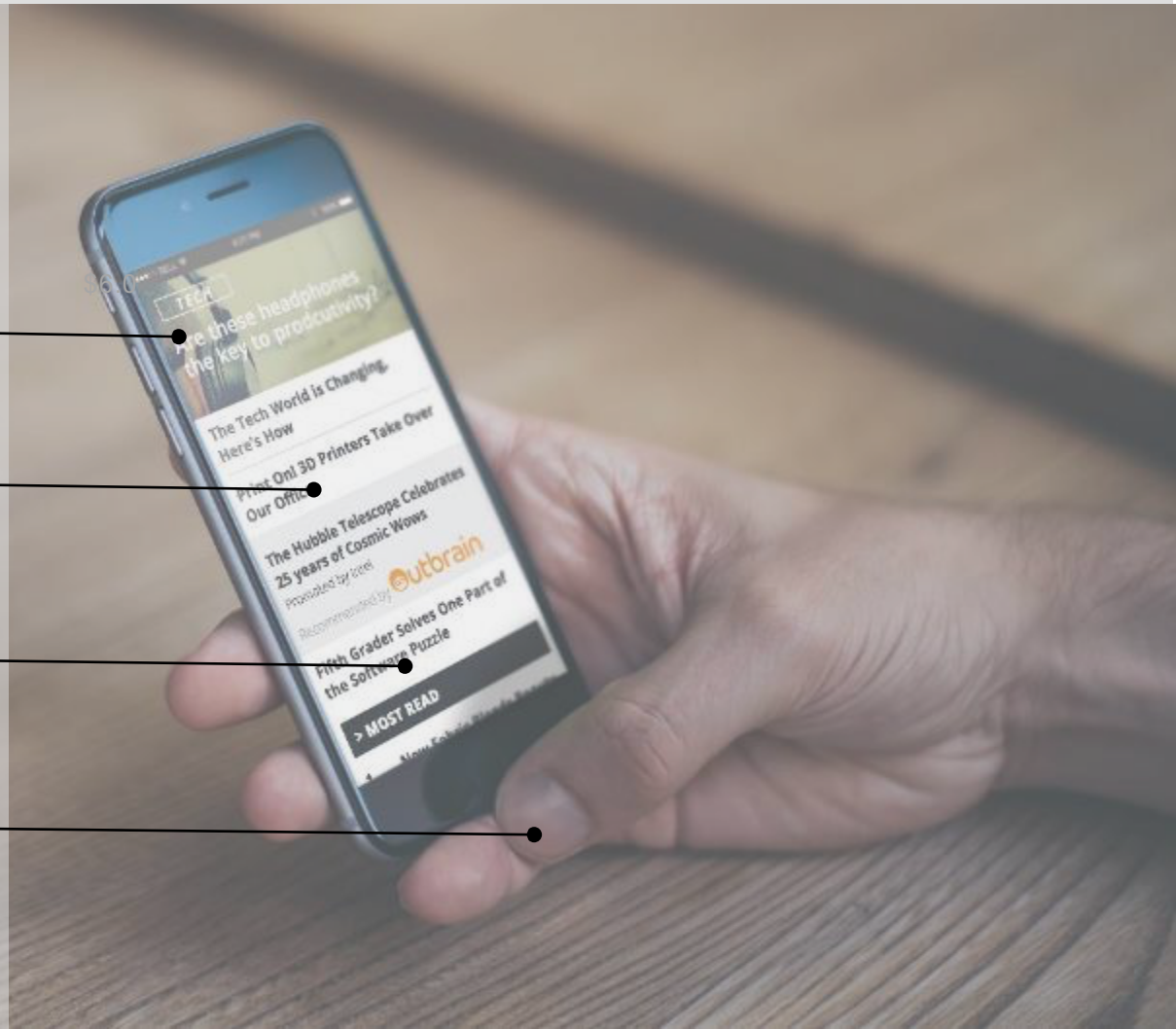
Marble styling tips to bring style to your home.
Kmart

PROMOTED



IN-FEED POWER FOR VIDEOS AND BRANDED CONTENT

- ELEGANT •
- HYPER
RELEVANT •
- NONINTRUSIVE •
- INTERESTING •



CAPTURING THE INTEREST MOMENT ACROSS THE MOST PREMIUM ENVIRONMENT ONLINE



GUARANTEED BRAND SAFETY AND AUDIENCE VERIFICATION



iab.

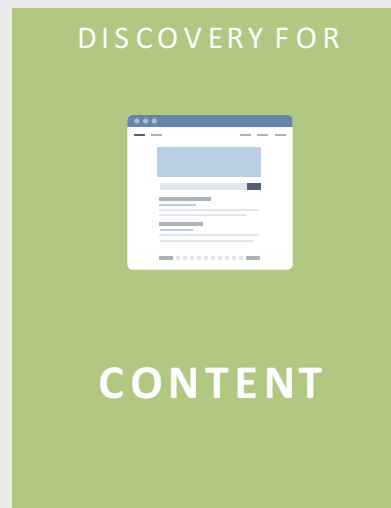
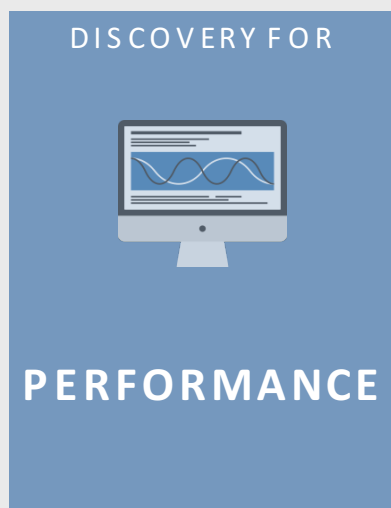
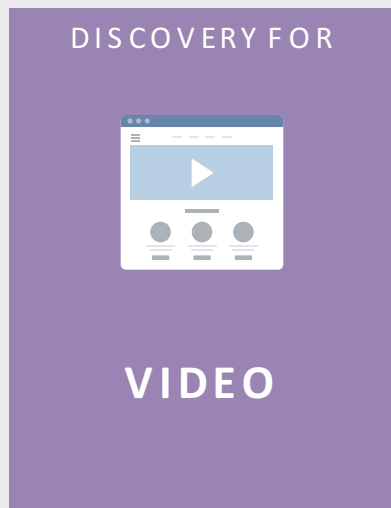


FRAUD

Integral

DV
DoubleVerify

OUTBRAIN MARKETING SUITE



OWNED | EARNED | PAID

DRIVING **ENGAGEMENT** AND INSPIRING **ACTION**



1

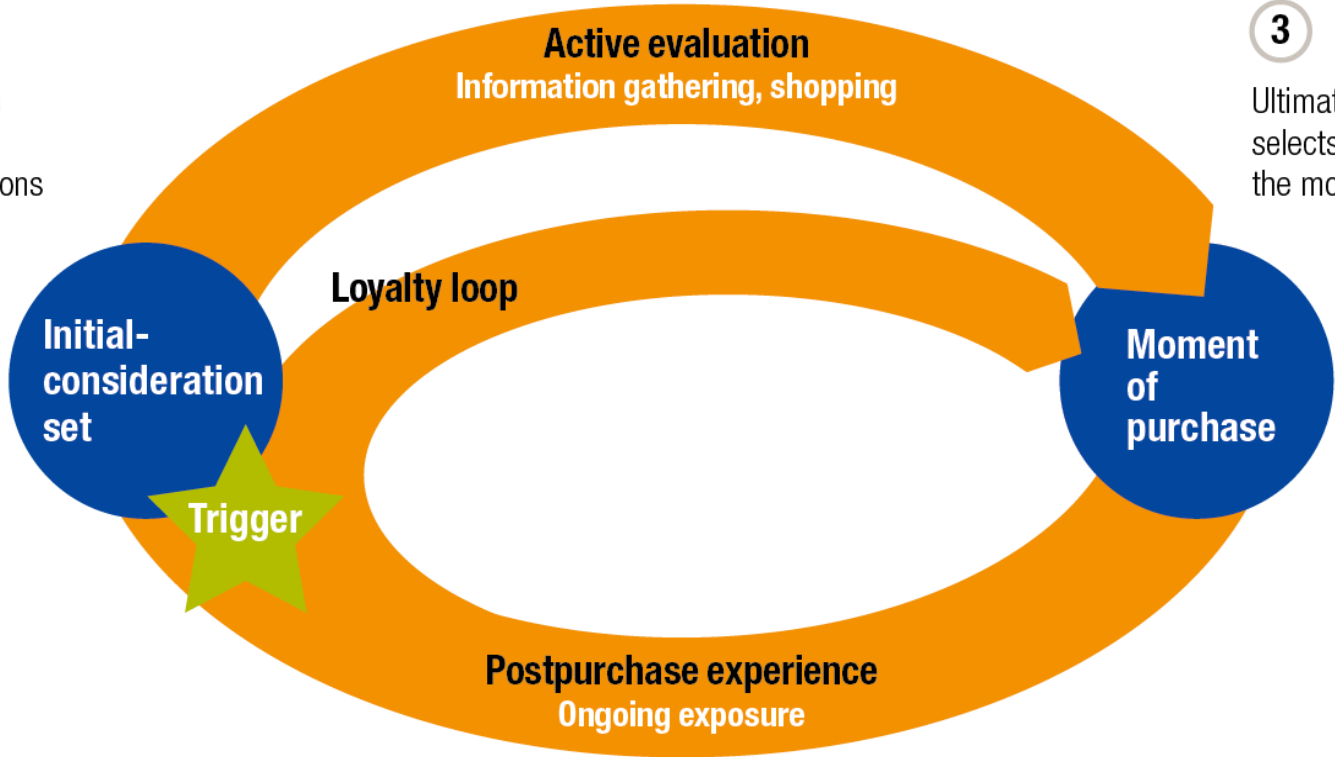
The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2

Consumers add or subtract brands as they evaluate what they want.

3

Ultimately, the consumer selects a brand at the moment of purchase.



4

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

INSPIRE ACTION: CONTENT LANDING PAGES



PERFORMANCE

LEVERAGING
THE 'INTEREST'
MOMENT TO
DRIVE DIGITAL
PERFORMANCE



LANDING PAGES -> CONTENT LANDING PAGE



PERFORMANCE

LEVERAGING
THE 'INTEREST'
MOMENT TO
DRIVE DIGITAL
PERFORMANCE

The most productive devices on the planet.



Surface Pro 4 NEW

The tablet that can replace your laptop.

Starting from
\$1,349.00*

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Surface Book NEW

The ultimate laptop.

Starting from
\$2,299.00

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Surface 3

The perfect balance of performance and value.

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\$699.00*

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LANDING PAGES -> CONTENT LANDING PAGE



PERFORMANCE

LEVERAGING
THE 'INTEREST'
MOMENT TO
DRIVE DIGITAL
PERFORMANCE



The New Microsoft Surface Pro 4

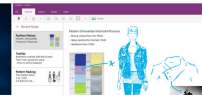
Powerful & versatile.

Surface Pro 4 is the ultimate productivity device. Work with the power of full desktop software anywhere your day takes you.



One click to Cortana.

Click and hold the top of Surface Pro to activate Cortana, your truly personal digital assistant.



One click to OneNote.

With one click of Surface Pro, a blank OneNote page appears for quick notes.



Rest your hand.

With new Rock technology you can rest your hand on the screen to write naturally. Just like a pad of paper.



Surface Pro 4

The tablet that can replace your laptop.

Starting from
\$1,349.00*

[Buy now](#)

SEQUENCING AND REMARKETING WITH 'CUSTOM AUDIENCES'



VIDEO

BRANDS
DISTRIBUTE
LONG FORM
VIDEOS WITH
OUTBRAIN



Visitor browses brand's website.

Visitor is then served with
brand's recommendations
across the Outbrain network.

Visitor re-engages with the brand
website and makes a purchase.

AFTER USING
CUSTOM AUDIENCES:

50%
DECREASE
IN CPA

4X
INCREASE IN
CONVERSION RATE

1.5X
INCREASE
IN CTR

SEQUENCING YOUR VIDEO VIEWS TO ENGAGED AUDIENCES



VIDEO

BRANDS
DISTRIBUTE
LONG FORM
VIDEOS WITH
OUTBRAIN

EPISODE #1

Safety



Ford Explorer is The Only SUV
to Win a 5-Star Safety Rating
Ford on YouTube



EPISODE #2

Affordability

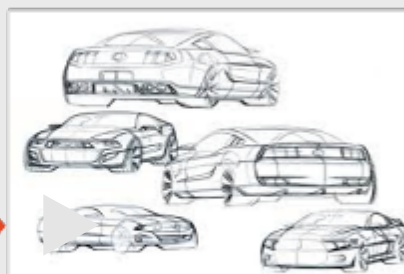


10 Best SUVs Under \$25,000
Ford on YouTube



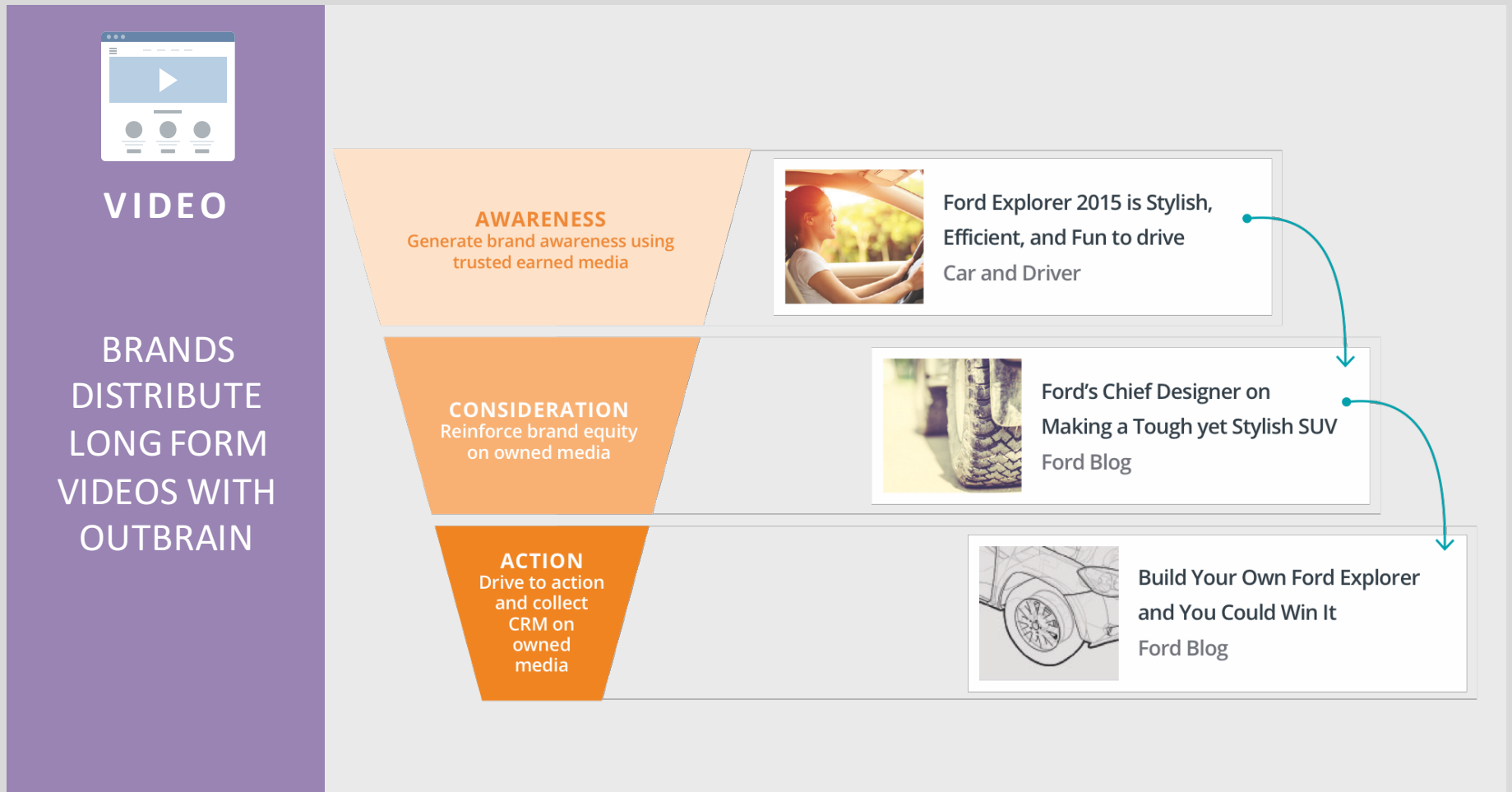
EPISODE #3

Style



Ford's Chief Designer on the
Making a Tough yet Stylish SUV
Ford on YouTube

SEQUENCING YOUR VIDEO VIEWS TO ENGAGED AUDIENCES



THANK YOU PAGE