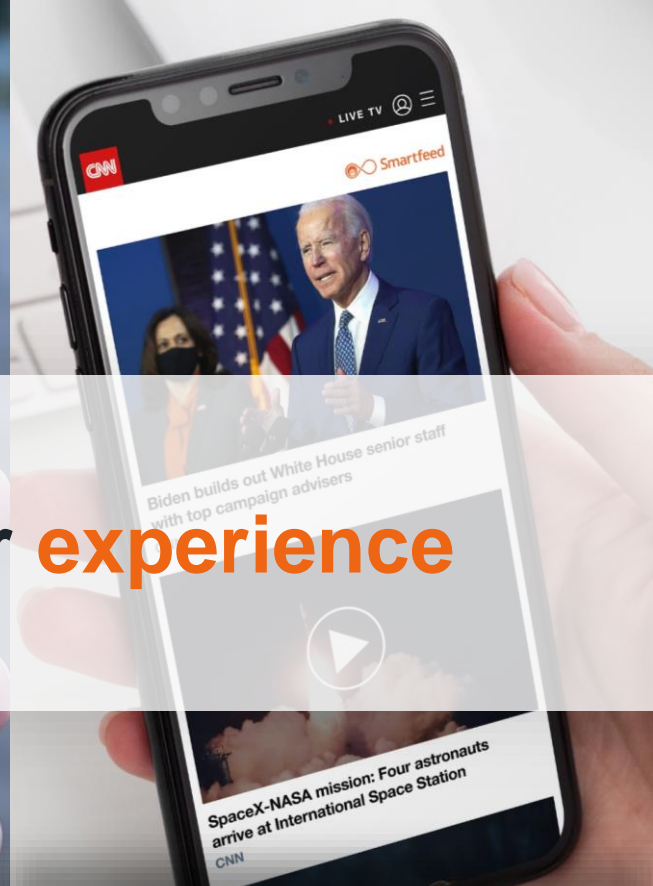
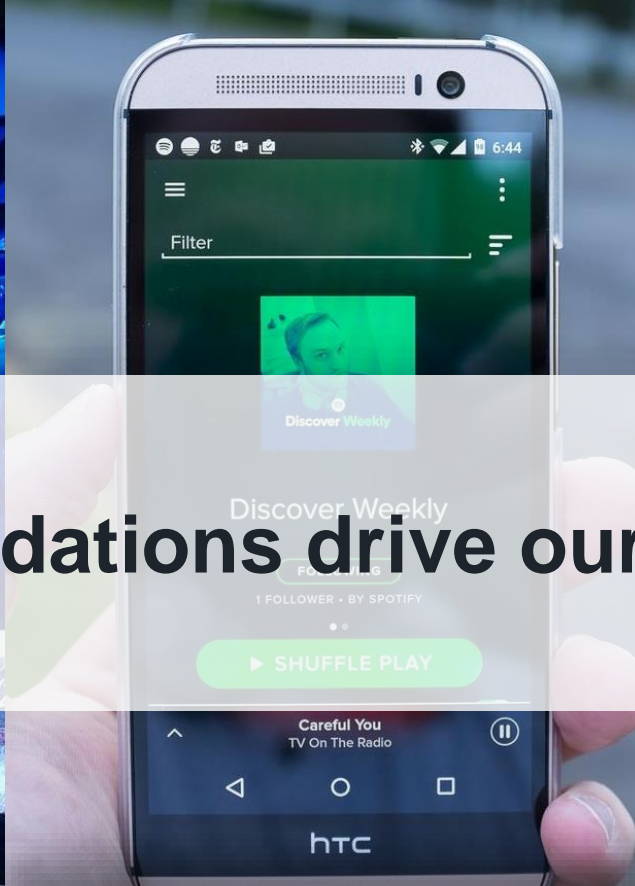




Native Formats & Powerful Contextual

We Recommend.





Recommendations drive our experience



Last night...
Netflix recommended



On the way to the office...
Spotify recommended

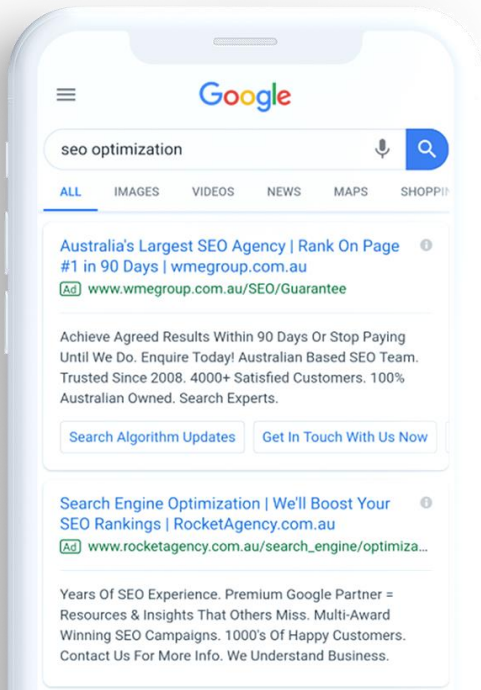


While getting coffee...
CNN recommended

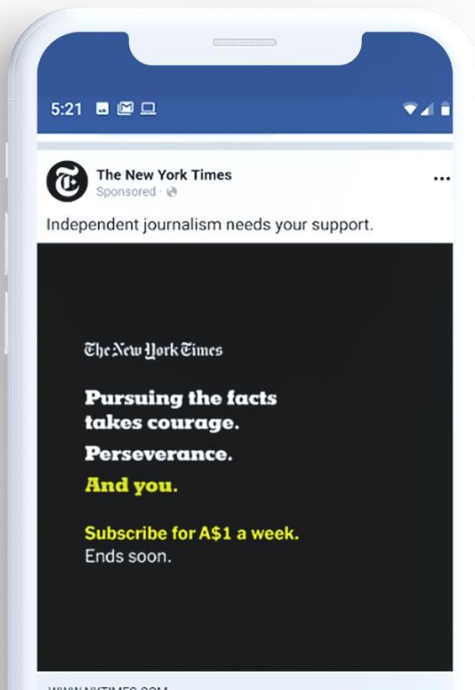
We power **Discovery** in the open web



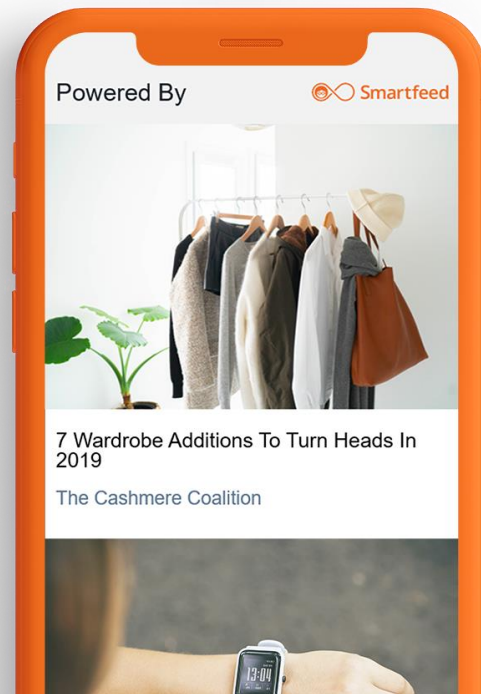
Google powers your **search** feed.



Facebook powers your **social** feed.



Outbrain powers your **content discovery** feed.



Smartfeed

The world's leading publishers use Outbrain Smartfeed™ to power the content feed on their websites and help users discover the next interesting thing

+7,000

Websites, apps and devices

+8BN

Recommendations a day

oe24

oneindia

rediff.com

Network 18

BurdaForward

Le Monde

CNN

il Giornale
NEW YORK POST

L'EQUIPE

The Washington Post

People

sky news

20 minutes

msn Time

Kronen Zeitung

FORTUNE

sport.ch

nine.com.au

Vox

kuier.at

CORRIERE DELLA SERA

WIRED

EL PAÍS

THE STRAITS TIMES

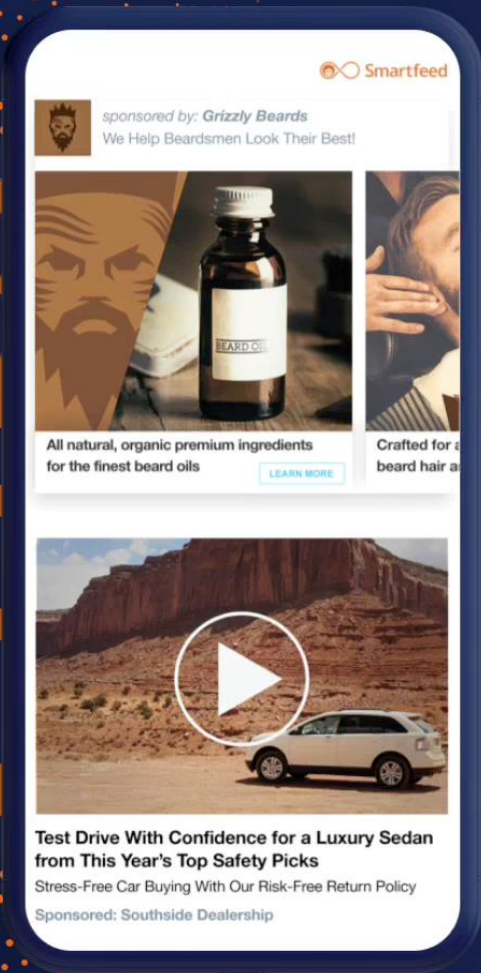
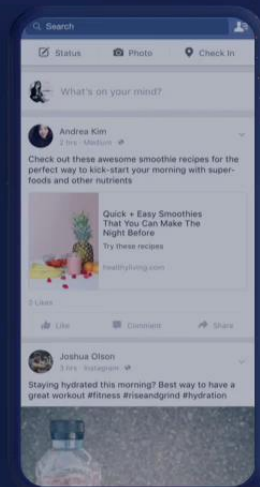
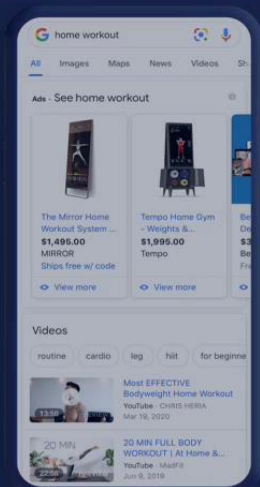
DER SPIEGEL

POLITICO

BBC



Smartads are promoted recommendations appearing in the user content feed



We Recommend

Outbrain Smartad

User-Friendly

Seamless and non-intrusive



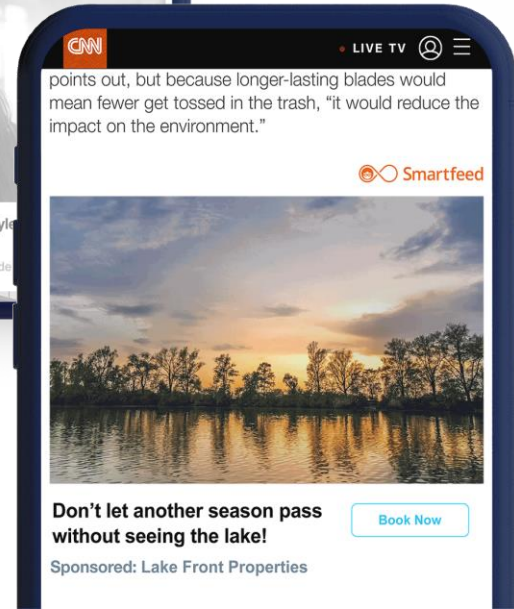
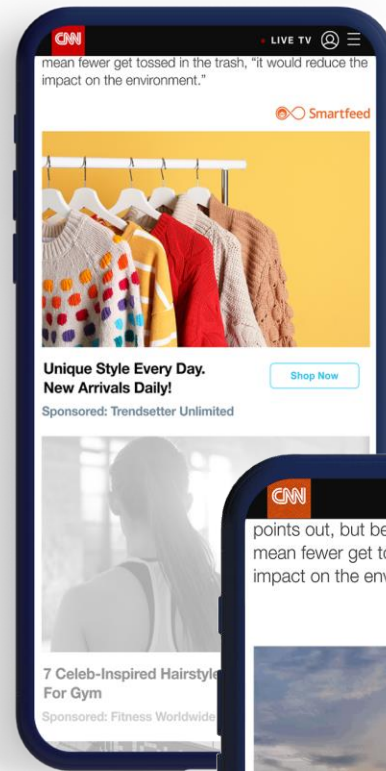
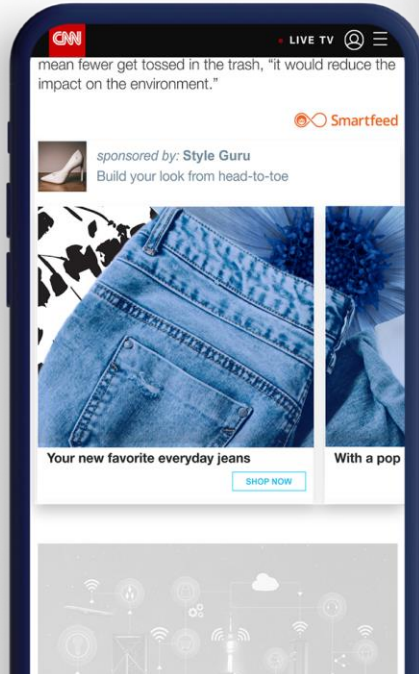
Interest Based

Optimized for engagement



Measurable Results

Pay for engagement



We Recommend

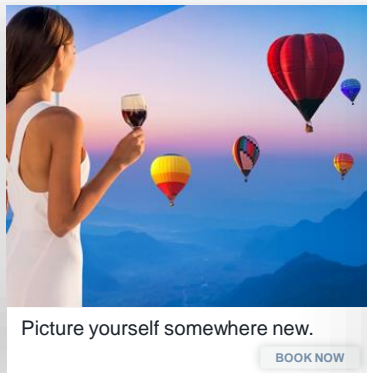
Carousel



MAGNA

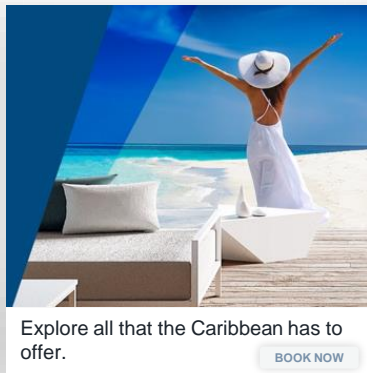
Imagine all of the possibilities with Magna hotel.

BOOK NOW



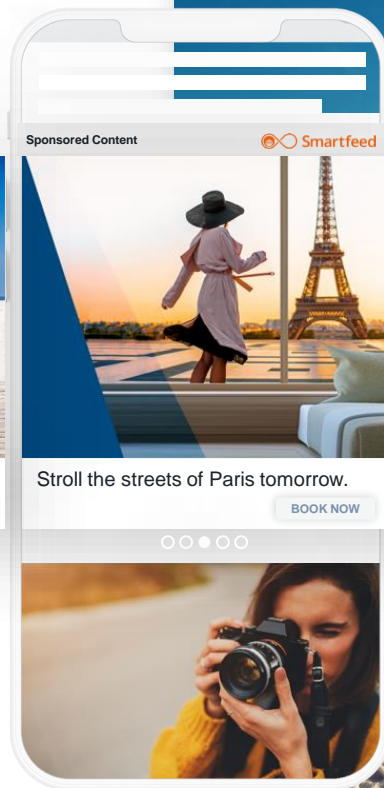
Picture yourself somewhere new.

BOOK NOW



Explore all that the Caribbean has to offer.

BOOK NOW



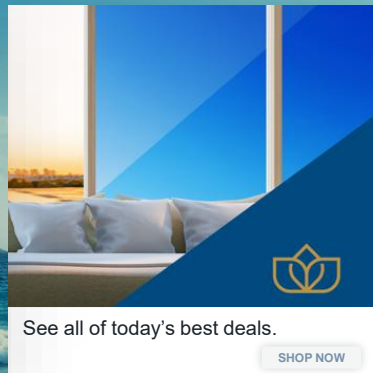

Sponsored Content

Smartfeed

Stroll the streets of Paris tomorrow.

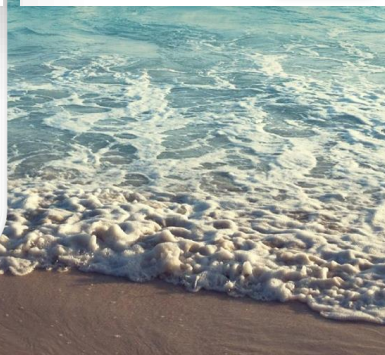
BOOK NOW

○○●○○



See all of today's best deals.

SHOP NOW



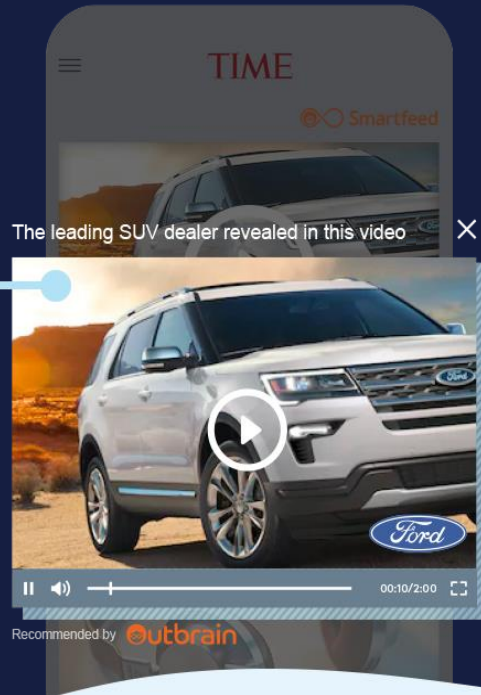
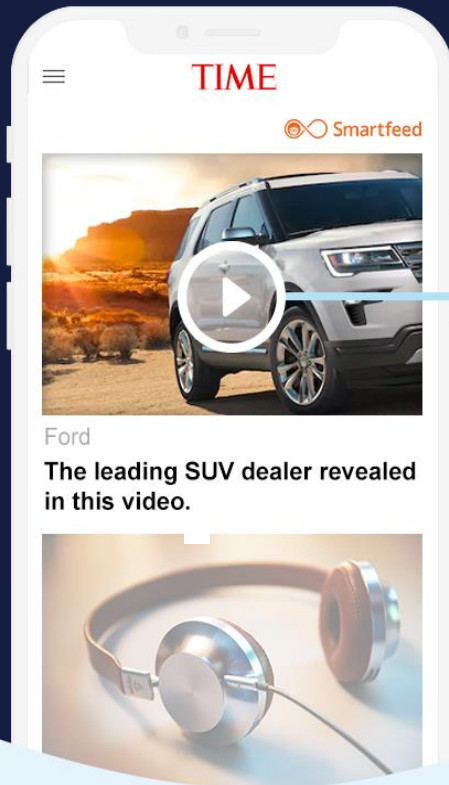
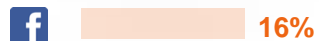
We Recommend

Native Video

Outbrain

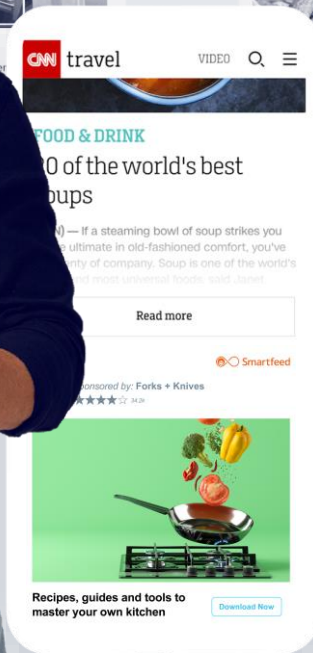


% Of Viewers Who Completed The Full Video



3rd Party Cookies: How Outbrain is uniquely ready

- The most direct relationship with publishers, providing **first-party insight into audiences**
- Built to drive engagement, **gathering interest and intent data** upon each “click”
- Performance enabled by **years of contextual insights**, powering organic article recommendations for publishers



to four sheets of vegetables on Sundays, as veggies all week. (Stockphoto)

to fill you in on a major secret of on: Healthier eating often has to do with superfoods, metabolism and nutrient balance of nutrients, but being prepared. That's right — the Boy Scouts. In this case, what we're prepared with is food that is aligned with our values and health goals.

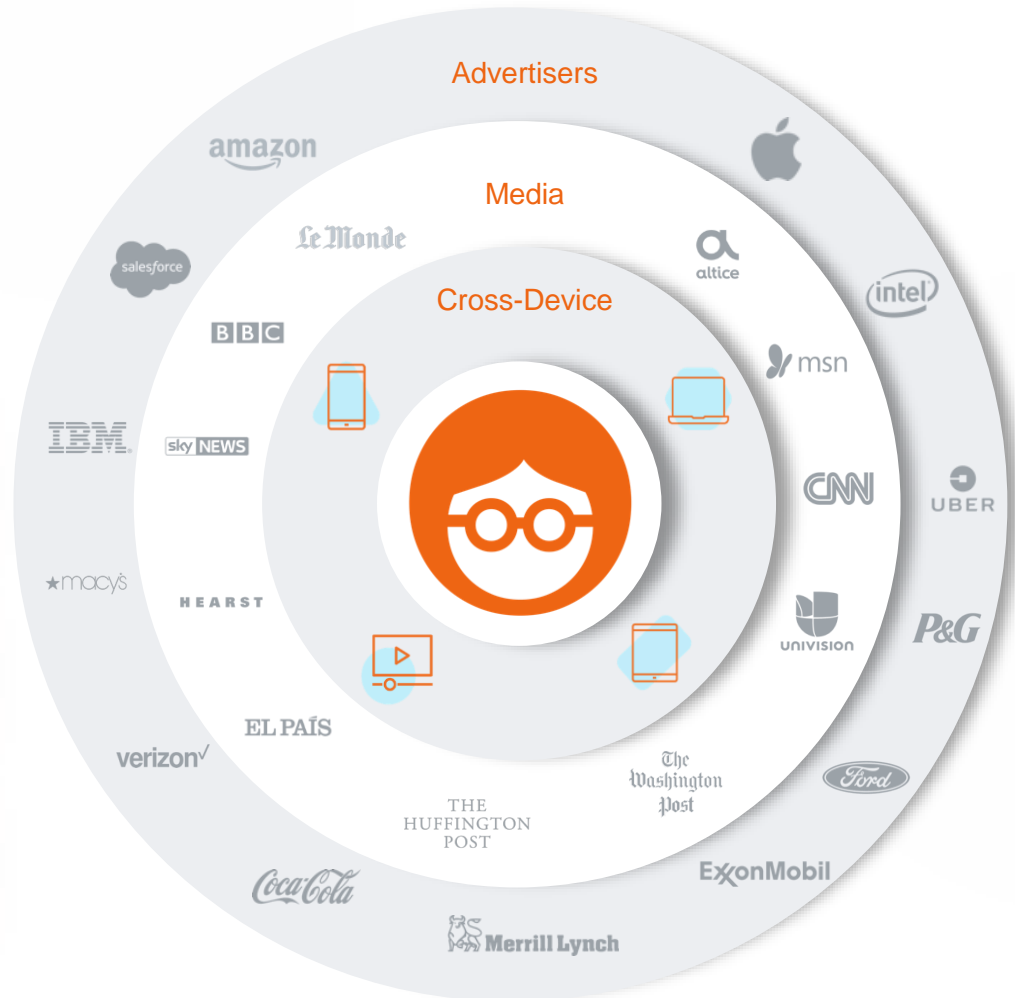
Harnessing Outbrain's Proprietary Data

Outbrain's scale of direct relationships with leading publishers give us unrivaled insight into the **browsing habits of consumers online**.

1 Billion
Monthly Explorers

315 Billion
Monthly Discoveries

3 Million+
Budgeted Smartads per Day



The Outbrain Interest Graph

Outbrain's proprietary **Interest Targeting** deals allow you to reach consumers based on their **past organic browsing habits** across our network.



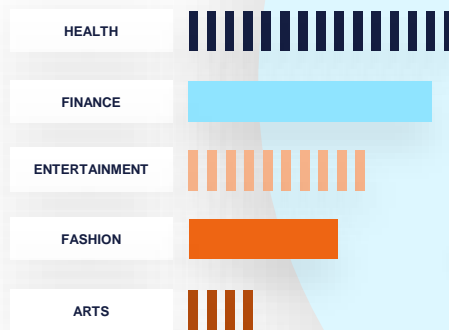
Direct, code-on-page relationships give us insight into the organic interests of consumers across thousands of publishers.



Interest Profiles are built using billions of signals from the wealth of **click and conversion data** Outbrain has access to.



Your campaigns use Outbrain Interest data to **reach consumers based on their true interest** in topics such as fitness and health, investing, and more.



Category Targeting

With IAB Contextual Categories

Outbrain offers **more granular contextual targeting** by allowing you to target campaigns to the **most relevant articles and pages**.

- **Each page** is categorized by **IAB vertical**, allowing for more accurate, tailored consumer experiences
- Reaching consumers based on the **headlines and content they are reading**, rather than the relevance of the overall publisher only
- **Hundreds of verticals to target**, including sub-verticals like “Travel to National Parks,” “Scuba Diving,” and more

Lifestyle

Health

Science

CNN health Q ☰

Spending time in **nature** boosts health, **study finds**

[f](#) [t](#) [✉](#)

(CNN) – We’re told to eat our five a day, get 160 minutes of **exercise** a week – and now a **weekly blast of The Great Outdoors** might one day be part of **recommended guidelines** too.

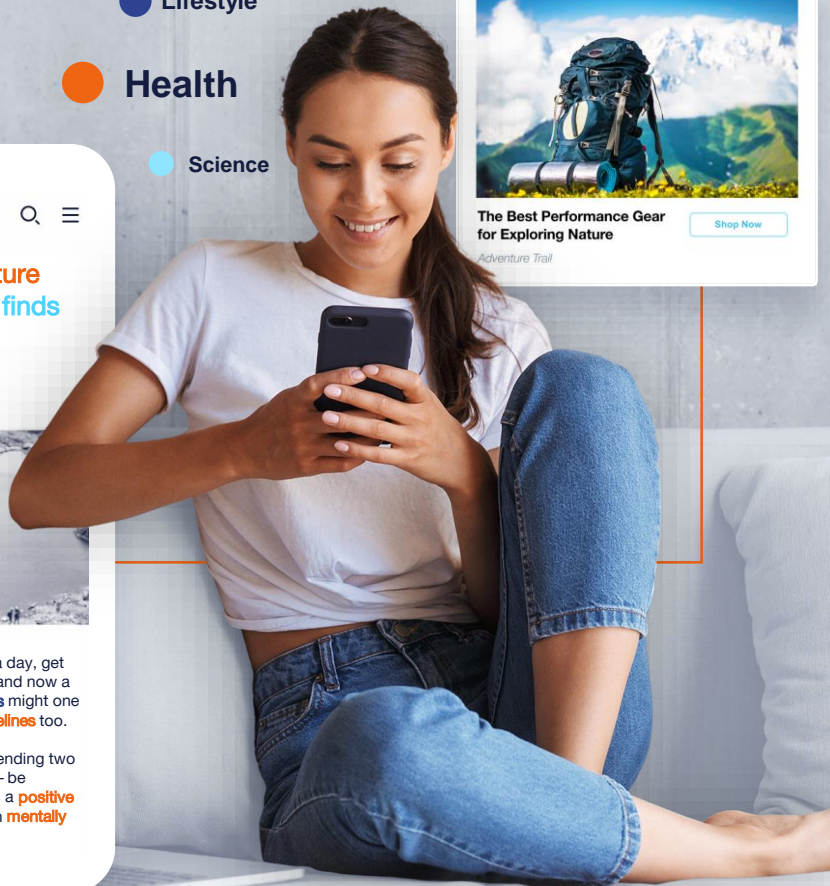
A new UK study has found that spending two hours per week **soaking up nature** – be it woodland, park or beach – gives a **positive boost to health and wellbeing**, both **mentally** and **physically**.



The Best Performance Gear for Exploring Nature

Shop Now

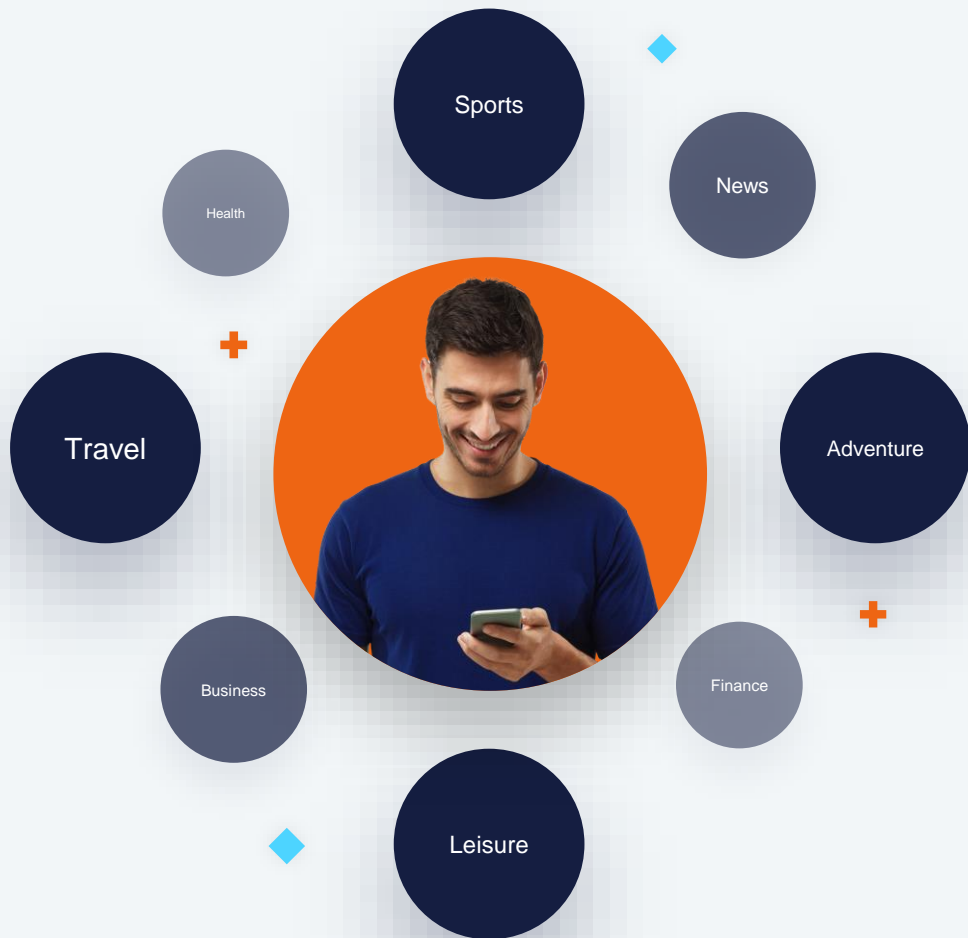
Adventure Trail



DEALS ONLY

Outbrain Interest Targeting: **Programmatic**

- Your deal uses Outbrain proprietary Interest data to **reach consumers based on their past interest** in topics such as fitness and health, investing, and more.
- Benefit from added value of reaching audiences when they are **“in-moment” consuming relevant content** in your chosen vertical, with IAB categorization of Outbrain’s publisher network at the article-level.



Conversion Bid Strategy

Hitting your goals **without the manual work** of the past

- **Automation is more important than ever** as third-party cookies and manual attribution decline.
- Outbrain auto-optimizes campaigns using **advanced contextual insights** and machine learning.
- Input your desired **ROAS and CPA goals** and let our proprietary Conversion Bid Strategy do the rest.
- **Never miss an opportunity:** hit your goals while maximizing the impact of your campaign budget.





Let's plan a campaign!

Reach out to your
Outbrain rep today.

