

# Abendzeitung

## Abendzeitung München Achieves Strong Revenue Growth and Supports Own Revenue Diversification Strategies with Outbrain

### Industry

Media

### Goals

Revenue

### Products

Smartfeed  
Audience Campaigns

### Overview

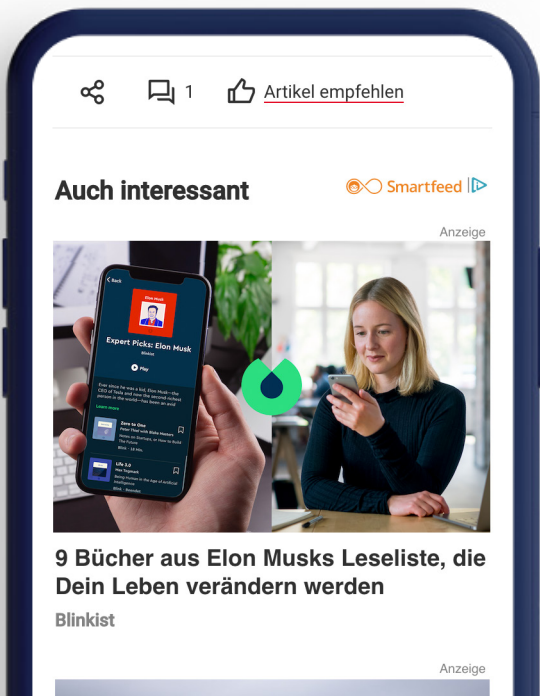
Abendzeitung München is a leading daily newspaper in Munich. Its digital news portal is visited by 6 million unique users each month, and popular among readers for quality journalism, high relevance, as well as as informative and target group-oriented content.

Partnering with Outbrain to provide audiences with a tailored recommendation experience, the news portal regularly tests new integrations, formats, and optimizations to maintain high reader engagement and increase monetization.

### Solution

The implementation of Outbrain's Smartfeed has quickly led to stronger revenue streams for Abendzeitung. Bringing the feed experience popularized by social platforms to the open web, Smartfeed offers readers recommendations tailored to their interests, presented in an engaging way to enhance the user experience.

In addition, Abendzeitung has also leveraged Outbrain's Audience Campaigns tool. This allows the media company to prioritize certain recommendations and drive engagement with the content of its choosing, such as advertorials in the feed, to support its own commercial initiatives.



### Results

Within two quarters of launch, Abendzeitung increased revenue by 74% while maintaining high levels of organic engagement. Ad click-through rates increased by 23% over the same period – a testament to the positive user experience of Smartfeed. Moreover, Audience Campaigns worked so well that Abendzeitung implemented more than three-times as many campaigns than at the beginning of the collaboration.

**+74%**

revenue increase

**+23%**

increase in average  
paid CTR

**x3.6**

increase of Audience  
Campaigns

“Outbrain is a strategic partner for us, keeping user interests and preferences in mind while driving our revenue growth. Through extensive integrations, we provide users with a variety of recommendations at exactly the right time. Outbrain’s good advertiser mix also plays an important role for us.”

– Sandra Saller, Managing Director at Abendzeitung Digital