



# Acierto.com reduces its CPC and increases 61% its leads thanks to Outbrain's technology

**Vertical**  
Finance  
(Insurance)

**Objective**  
Quality Traffic,  
Leads

**Product**  
Standard Smartad  
Interest Targeting

## Overview

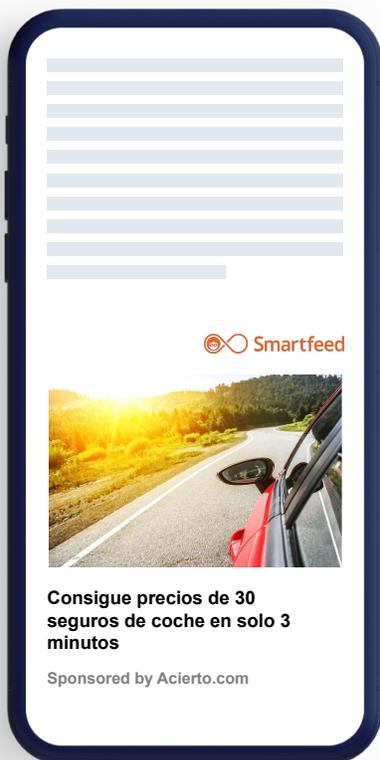
Acierto.com is the commercial brand in Spain of the Bauer Media Group, a multinational communications group operating in 16 countries around the world. The company specialises in the comparison of insurance and financial products for individuals, carrying out all the management for any user up to the contracting of the service.

Its collaboration with Outbrain was born in October 2021 as a result of its interest in finding new channels to boost its digital strategy, generate more quality traffic and increase the number of leads. The brand relied on Outbrain's recommendation technology to promote its "You deserve to be right" campaign.

## Solution

Acierto.com combined interesting content with Outbrain's Interest Targeting technology to find audiences whose interests were most aligned with its offer. To do so, it promoted its different health and car insurance products/services in specific interest categories through Outbrain's premium network publishers.

In addition, Acierto.com was able to create engagement in those audiences that previously did not click on its content by optimising headlines and images that conveyed trust, flexibility and savings in the family economy, thus achieving a more optimal CPC.



## Results

The objective of the campaign focused on getting qualified traffic to the website and generating more leads compared to other display and native media through the promotion of different types of health and car insurance as well as loan products.

**56%** lower CPC vs initial target

**61%** more qualified leads vs other channels (display + native)

"Outbrain helps us to generate traffic to the website at a very good cost and, in addition to increasing click-through rates, it helps us to get more users to enter the funnel and compare our products - in other words, it helps us to generate leads. Within the mid-funnel it is one of the highest CTR publishers. We are also considering evaluating other options to test the upper part of the branding and awareness funnel".

– *Alexandra del Rey, Performance Marketing Specialist, Acierto.com*