



Breuninger Achieves Outstanding CVR with Conversion Bid Strategy

Vertical

Retail

Objective

Sales

Product

Conversion Bid Strategy

Overview

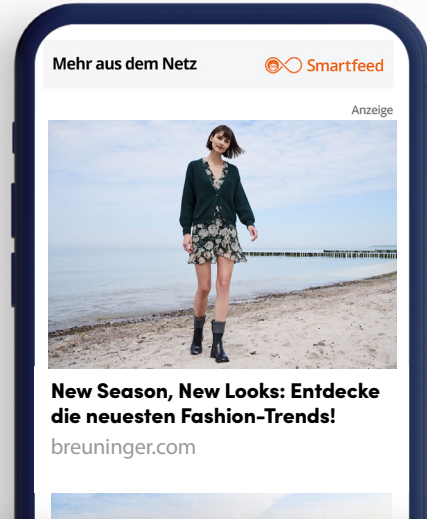
Breuninger is a successful fashion and lifestyle company. In their department stores and in the online store, Breuninger offers a one-of-a-kind shopping experience. More than 1,200 brands, including premium and newcomer labels, can be discovered by fashion-loving customers at [Breuninger.com](https://www.breuninger.com).

With the objective of generating sales as efficiently as possible for its online store, Breuninger pursued a native advertising campaign using Outbrain's Conversion Bid Strategy tool.

Solution

Due to the premium brands Breuninger offers, finding the right fashion-savvy target group was essential. Thanks to Outbrain's extensive reach and proprietary interest data, Breuninger could ensure the most relevant and qualified audiences for its campaign. Focused on gaining new clients, Breuninger used creatives that match the look of its landing pages to efficiently target its desired audience.

To maximize conversions, Breuninger leveraged Outbrain's Fully Automatic Conversion Bid Strategy. This tool allows advertisers like Breuninger to automatically optimize different campaign parameters, such as CPC, section bid, and hour bid, to generate the greatest number of conversions within a defined budget.



Results

Fully Automatic Conversion Bid Strategy enabled Breuninger to efficiently generate conversion rates up to 0.89%, which by comparison was 30% higher than standard campaigns without automatic optimization.

30%

CVR increase with CBS
(compared to standard campaign)

90%

below CPA target value with CBS
(maximum value)

74%

below CPA target with CBS
(average)

0.89%

CVR

Contact your Outbrain representative for more information on our solutions for advertisers.