

Joyn attracts new series viewers with Outbrain's Click-to-Watch Smartad

Vertical

Media & Entertainment

Objective

Awareness | Post-Click Engagement

Overview

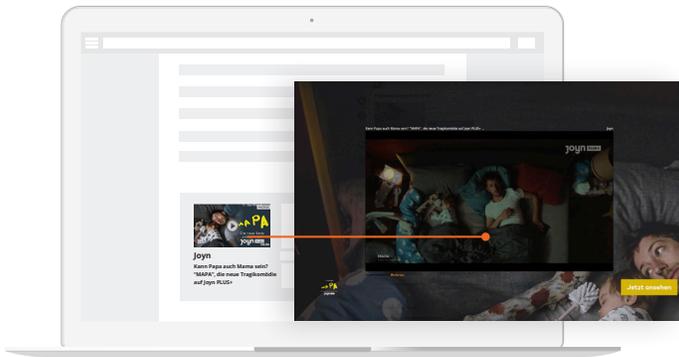
Joyn is a leading German provider of live TV and video streaming, offering access to numerous programs and an extensive media library of films and television series, including exclusive productions. Since its launch in 2019, Joyn has tested multiple ad formats and technologies by Outbrain. The company was also one of the first clients to leverage Outbrain's Click-to-Watch Smartad, creating awareness for its new productions and attracting new viewers.

Solutions

Outbrain's Click-to-Watch gives brands like Joyn a powerful way to connect and interact with its target audience, thanks to a 100% opt-in format where consumers actively decide to watch the video and engage with it thanks to a premium experience: full screen, sound on and with full branding options (branded layer and logo).

The campaigns combined awareness with performance goals. The integrated CTA in the video trailers for Joyn's new productions drove consumers directly to the website where they could start watching the series with a single click. This post-click engagement was measured by Joyn.

In combination with targeting tools such as Outbrain's Lookalike Audiences, Joyn was also able to reach consumers who share similar interests to its existing customers.



As a streaming platform, we naturally want to present our exclusive productions to the interested target audience in the most appealing way possible. With Outbrain's Click-to-Watch video format, consumers see the video in full screen with sound turned on, so we have the ideal conditions to tell our stories.

– Marcus Liprecht, Senior Online Marketing Manager, Joyn

Results

Joyn achieved outstanding engagement using Outbrain's Click-to-Watch Smartad and Lookalike Audiences targeting feature. The campaigns achieved click rates of up to 18% on the integrated CTA button. Additionally, Click-to-Watch achieved a high post-click engagement which was measured by the CPA (costs for the click on an additional video on Joyn's landing page). This CPA was 26% below the target set by Joyn.

26%

below CPA target
(post-click engagement with Lookalike Audiences)

18%

max. CTR on integrated CTA button

Contact your Outbrain representative for more information.