



L'Oréal Paris Optimizes CPA for "StandUp" Campaign with Outbrain

Industry

Retail

Goal

Conversions, Optimized CPA

Product

Clip Smartad, Conversion Bid Strategy

Overview

L'Oréal is the global leader in the beauty industry, operating in 130 countries on 5 continents. The company's mission is to provide innovative cosmetics of the highest quality to women and men around the world, emphasizing the diversity of its customers.

L'Oréal's 40+ brands include the world's leading cosmetics brand, L'Oréal Paris. Together with the NGO *Hollaback!*, L'Oréal Paris implemented an extensive campaign for its "StandUp" training program, which aims to end harassment in public. In order to attract as many men and women as possible to its online training program, the brand turned to Outbrain, a leading recommendation platform for the open web.

Solution

The goal of the campaign was to maximize the number of training completions at the target cost-per-acquisition (CPA). Since the topic of harassment in public spaces can affect anyone and everyone, the broadest possible target group was addressed. The brand used a variety of Outbrain ad experiences designed to achieve lower funnel performance KPIs, including Outbrain's new Clip Smartad, which leverages short-form video assets to engage and spark user action for a decreased CPA.

Beyond the ad experiences that Outbrain offers, it also provides advanced solutions that optimize towards any goal. L'Oréal Paris was able to meet its CPA goal by enabling Target CPA mode of Conversion Bid Strategy (CBS), which worked to keep the campaign profitable by maximizing conversion value at the defined CPA target.



Results

Over the 1.5-month campaign duration, L'Oréal Paris achieved strong performance results thanks to Outbrain's combination of Smartads and auto-optimization tools.

-69%
CPA vs. target using CBS

-43%
CPA vs. target from Clip

"We are very pleased with Outbrain's performance. Since we were able to significantly undercut the desired target CPA, the campaign gave us the opportunity to make many more people aware of the important issue within the same budget. We can well imagine realizing more campaigns with Outbrain in the future."

- Heike Leder, Head of Brand Communications at L'Oréal Paris