

# OVB24 Increases Total Revenue Using Outbrain's Smartlogic

**Vertical**  
Media

**Objective**  
Revenue

**Product**  
Smartlogic

## Overview

OVB24 is one of the leading regional online media companies in Germany and covers local, national and global reporting in the southeast Bavarian region. OVB24, which has six digital news portals such as rosenheim24.de, innsalzach24.de and chiemgau24.de, reaches more than 15 million monthly readers and achieves 73 million impressions.

Outbrain supports the Upper Bavarian online media company with its innovative solutions that drive revenue growth and direct new, engaged target groups to its news portals.

## Solution

To drive revenue and engagement, OVB24 deployed Outbrain's latest technology, Smartlogic, which dynamically adapts the arrangement and formats of content within Smartfeed to OVB24's user interests and KPIs. Thanks to this innovative serving logic supported by machine learning, OVB24 was able to offer its readers a state-of-the-art feed experience with a personalized look and feel.

## Results

OVB24 pages that integrated Smartlogic saw significant revenue growth:

**+17%**

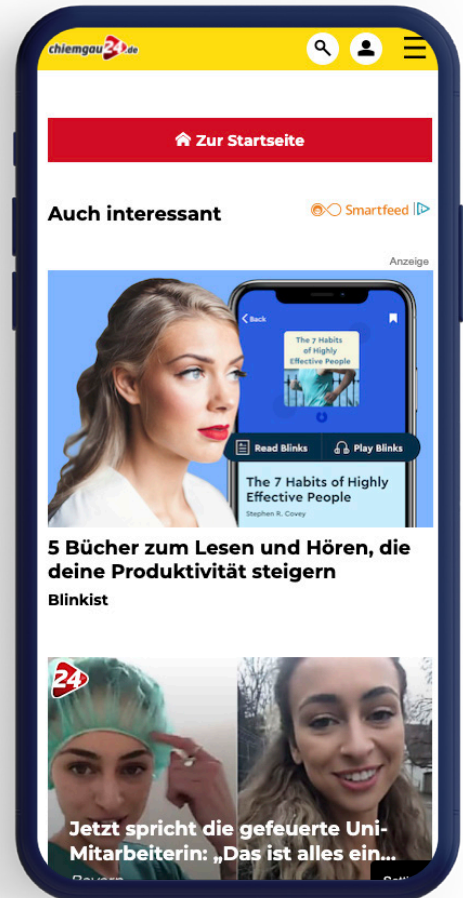
RPM on  
Rosenheim24.de

**+25%**

RPM on  
Chiemgau24.de

**+26.5%**

RPM on AMP pages  
of Innsalzach24.de



"Outbrain is a valuable partner for us, proactively recommending solutions that fit very well with our digital strategy. Outbrain helps us to increase our revenue and also keeps an eye on user engagement and the overall user experience. We also receive excellent support from local account management."

- Florian Schiller, Managing Director OVB24