

SMARTCOVER® VICEROY

Outbrain Delivers \$3M Global Sales In One Month For E-commerce Brand SmartCover

Industry

Retail

Objective

Sales

Product

Standard Smartad,
Conversion Bid Strategy

Overview

SmartCover is Europe’s best-selling reusable face mask and a leading architect of face cover solutions under parent company, Viceroy Group. The direct-to-consumer brand is renowned for providing one of the first face masks in the market with adjustable strings and 3-layered coverings to ensure comfort, safety, and style.

Looking for an e-commerce growth engine beyond search and social, SmartCover partnered with Outbrain to add native advertising as a channel into its media mix.

Solution

The brand initially tested native ads in the UK and Germany using Outbrain’s Standard Smartad - a classic native ad format that provides the ability to scale and drive qualified traffic through powerful targeting solutions like Outbrain’s Lookalikes Audiences and Interest Targeting technology. By doing so, SmartCover reached users who were likely to be interested in its solution.

Taking campaign optimization to the next level, SmartCover also enabled Target CPA mode of Outbrain’s Conversion Bid Strategy. This auto-optimization tool kept campaigns profitable by maximizing conversion volume at the target CPA set by the brand.

Results

SmartCover expanded its campaigns worldwide after success in the UK and Germany, going from two markets to another fifteen in just one month. During that time, the brand generated \$3 million in revenue with Outbrain, which was 20% more than other native platforms and 4.7-times greater than the budget spent.

\$3M

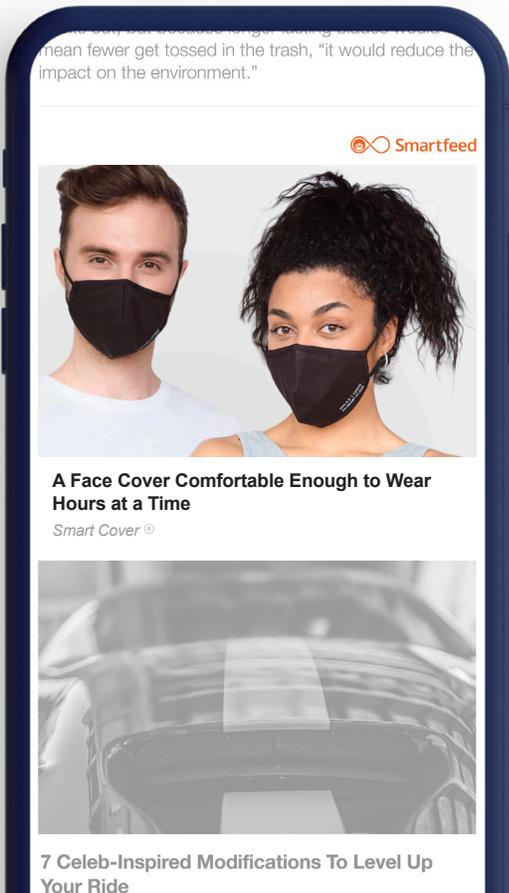
Sales in one month

4.7x

ROAS

-25%

CPA vs. target goal



“Outbrain has been a worthy partner in helping us scale our brand. The team makes it easy by staying in close communication and working diligently to support new strategies for our growth. Native advertising has been a significant addition to our media mix, and we’re excited to see how Outbrain can take our campaigns to new levels.”

– Mohamad Hourii, Head of Growth at Viceroy Group