



Homage Leverages Trust and Credibility for Effective Lead Generation with Outbrain

Vertical
Health/Tech

Goal
Lead Generation

Product
Conversion Bid Strategy

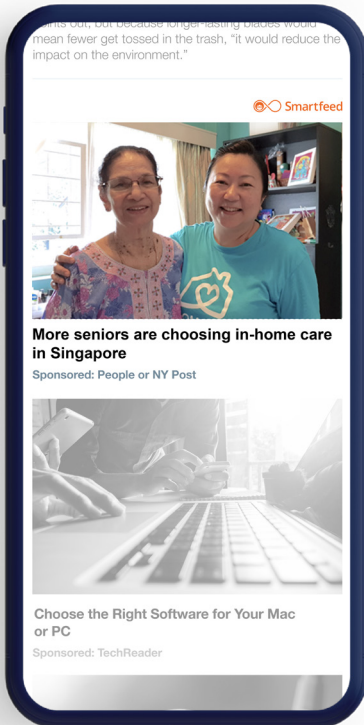
Overview

Homage is a Series C technology-enabled caregiving and health solution that combines curated professional caregivers, therapists and clinicians with technology to provide holistic care and wellness to older adults wherever they are.

Seeking a platform to improve lead generation and educate users on the importance of receiving quality care from the comfort of a patient’s home, Homage partnered with Outbrain for its recommendation technology powering discovery feeds across top media owners. By leveraging credible and trusted local publishers on Outbrain’s platform, Homage’s audience would be more likely to complete the landing page form with their details for a follow-up call.

Solution

Homage leveraged Outbrain’s Fully Automatic Conversion Bid Strategy to maximize conversion points on its site; namely, a form submission action and a “Call Us” CTA. This was woven into customer case studies and inspiring user stories hosted on the Homage website. Following the suggestion of the Outbrain team, Homage later added a soft conversion point of “90% scroll depth” to improve optimization. With this feature adoption and landing page A/B testing experiments, the campaigns generated quality leads at scale, and in just two months, Homage increased its investments on Outbrain multiple times.



Results

Outbrain became Homage’s top-performing native advertising partner, as the campaign efficiently scaled the number of leads at an optimized CPA. Moreover, Outbrain showed the importance of leveraging top publisher partnerships and provided best practices for an effective landing page.

#1
Native advertising partner

99%
Increase in conversions from (Aug - Oct 2021)

-1%
CPA (Aug - Oct 2021)

“Lending trust and credibility is critical to our personal care solution, which made Outbrain an ideal partner to run native advertising campaigns across leading local publishers. Outbrain’s technologies and expertise contributed greatly to the optimization of our campaign, and it shows in the results.”

- Ng Wei Ker, Performance Marketing Manager, Homage