

vivo

vivo taps into Outbrain to drive engaged audiences toward purchase of new X70 smartphone

Vertical:

Tech

Goal:

Qualified Traffic,
Online Sales

Products:

Contextual targeting solutions,
Conversion Bid Strategy

Overview

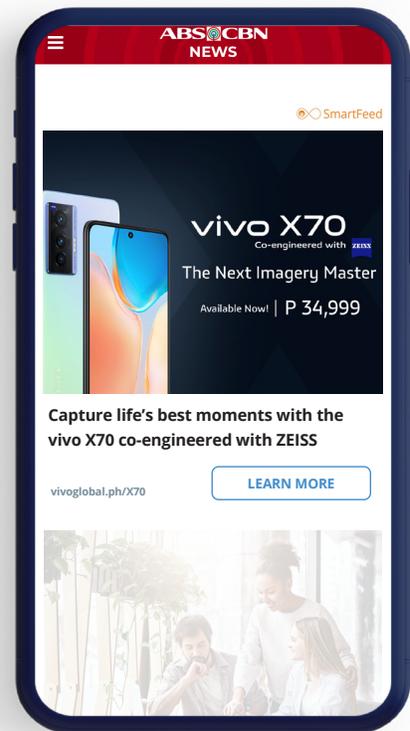
vivo is a global technology company that designs and develops smartphone devices, accessories, software, and online services. Loved by more than 400 million users in 50+ countries, vivo is in constant pursuit of technological innovation to help consumers capture life’s true beauty and moments.

To promote the new X70 smartphone in the Philippines, vivo sought a recommendation partner that could drive performance outside the bounds of social and search channels. The brand chose Outbrain for its extensive reach across trusted local publishers, such as ABS-CBN and GMA Network, and ability to connect vivo to the most relevant audiences likely to buy the new X70 smartphone.

Solution

Industry focus around context and privacy made Outbrain an ideal partner to promote the new X70 smartphone to the most relevant users. To start, vivo combined compelling video content with Outbrain’s proprietary contextual targeting solutions to engage qualified consumers whose interests aligned with the product. Doing so, the brand served campaigns across specific interest categories that would have the most impact, such as photography and entertainment, thereby connecting to its most receptive audience.

With a core audience established, vivo deployed Outbrain’s Conversion Bid Strategy tool to maximize website traffic and therefore optimize campaign performance. A campaign using Outbrain’s Standard ad format then helped to re-expose this audience and direct them to Shopee, an online shopping platform, to drive vivo X70 smartphone purchases and ultimately boost ROAS.



Results

2.18

Average pages
per visit

+500%

ROAS

-69%

Average CPC
vs. Search



At vivo, we recognize the need to explore different ad solutions to allow us to adapt and be aware of the ever-changing industry and market.

Outbrain ticks that box with its focus on user interest and privacy, which allows us to drive deeper engagement.

In addition, Outbrain’s extensive local publisher network and wide variety of ad experiences also enable us to seamlessly diversify vivo’s advertising mix to broaden our reach beyond social and search and meet our business goals.”

- Yichao (Veronica) Tan, Senior Brand Supervisor, vivo Philippines