Outbrain

CASE STUDY

elEconomista.es

El Economista Boosts RPM with Outbrain's Smartlogic

Vertical:	**Objectives:**	**Products:**
Media	Monetization	Smartlogic

Overview

El Economista is Spain's leading daily business journal, and a top source of business, economic, and financial information for more than 12 million unique monthly Spanish users, according to Comscore.

Since partnering in 2016, El Economista has integrated Outbrain's Smartfeed, a customizable recommendation feed, for a highly engaging reader experience online.

The Spanish paper leverages Outbrain as a strategic partner for the quality of its services and campaigns, achieving a perfect balance between recirculation and monetization.

Solution

Willing to further improve the reader experience, El Economista implemented Smartlogic – Outbrain's new sophisticated serving logic which dynamically adjusts the layout and formats of content within Smartfeed based on user preferences and El Economista's KPIs.

If a user is interested in specific types of recommendations, feed elements are automatically optimized to provide the best possible experience, increasing user interaction and revenue. Smartlogic also offers the ability to integrate Outbrain's range of formats that offer a varied and engaging user experience such as Highlight Reel and Weekly Highlights. By implementing this new technology, El Economista is able to drive increased user engagement and significantly boost its RPM.

Results

El Economista has achieved excellent results on the pages where Smartlogic has been implemented: mobile pages have achieved an increase in RPM of almost 40%*, while Google AMP pages have registered an increase in CTR by more than 200%*.

+39%
RPM increase on mobile

+54%
Paid CTR increase on mobile

+57%
RPM increase on Google AMP pages

+219%
Paid CTR increase on Google AMP pages

*Source: Outbrain Internal Data

"For us, it is very important to have specialized technology partners that offer quality services and transparency. Thanks to Outbrain and Smartlogic, we have increased our RPM while maintaining quality and the best user experience."

– *Óscar Domínguez, Director of Digital Operations at El Economista*