

CASE STUDY

# How The Open University drove interest and leads for their distance learning programme



## Objectives

- Lead Generation
- Education
- Awareness

## Overview

The Open University used Outbrain's discovery platform to drive awareness and interest around their distance learning courses. The campaign differentiates The Open University from other UK programmes by informing potential students about benefits such as flexibility and distance learning.

## Products

- Outbrain Amplify

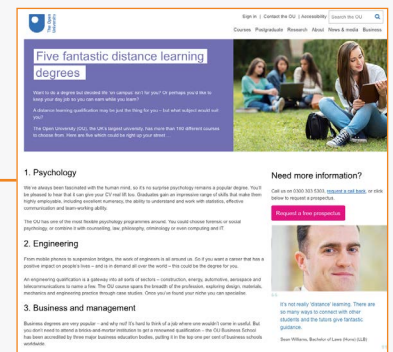
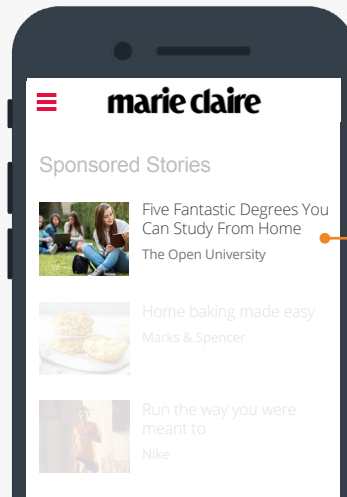
The campaign objectives were primarily focused on lead generation for which The Open University used Outbrain's KPI optimisation tool to identify the best converting referral sources. As a result The Open University was able to hit a CPA 68% lower than target.

## Results

**3x**  
More downloads than target

**68%**  
Lower CPA

**0.82%**  
Click to conversion



## Experience

*"Outbrain is a fantastic platform for us to explain our story and complex proposition within an editorial-style environment. The team has been collaborative, hardworking and transparent. We've seen fantastic results in a short period of time and we'll definitely be working with them again."*

**Ella Hall, Head of Acquisition and Brand, Open University**