

Syfe

Digital Wealth Manager Syfe Drives 3K Conversions with Outbrain's Conversion Bid Strategy

Vertical
Finance

Goal
Lead Generation

Challenges & Goals

Syfe is a Singapore-based digital wealth manager built for investors who expect greater transparency, smarter portfolios, and better investment outcomes. Syfe combines leading investment strategies with cutting-edge technology to help grow the wealth of its clients. In its search for new investor prospects, Syfe chose to partner with the world's leading Native Advertising platform, Outbrain.

Solution

Outbrain's Conversion Bid Strategy (CBS) is a new tool that helps optimise campaign performance according to conversions or CPA. Syfe had the ability to run campaigns on Semi Automatic, Fully Automatic, or at Target CPA, based on their goals. With Outbrain, Syfe efficiently accessed engaged audiences across the open web on sites such as Channel News Asia, Straits Times, BBC, and CNN. By amplifying its owned and paid content on Outbrain's premium publisher network, Syfe was able to connect with perspective investors in order to drive quality leads for their recently launched REIT portfolio. The digital wealth management company employed the following strategies for a successful campaign:

- Focusing on best performing platforms (desktop and tablet)
- Determining specific Interest Targeting segments
- Refreshing content on a weekly basis

Results

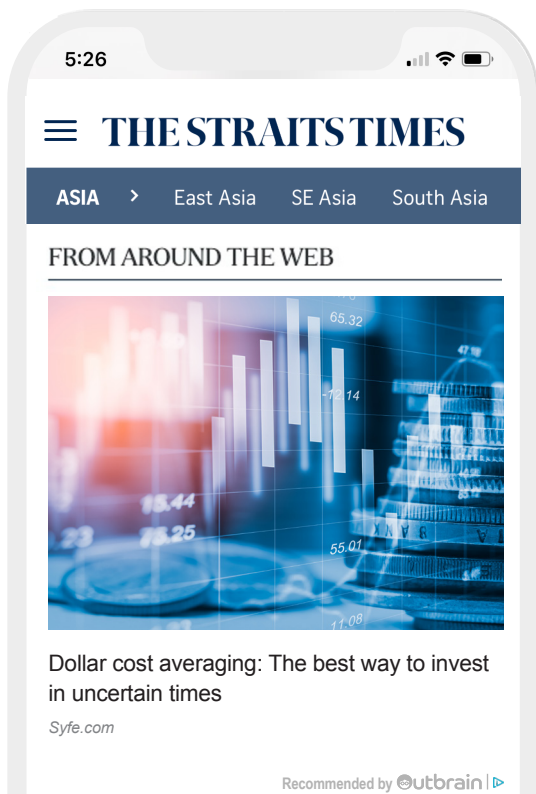
Outbrain's advanced targeting features coupled with an effective content strategy allowed Syfe to grow leads in Singapore cost efficiently.

3,000
Conversions

2X
CTR vs Display

We believe that content is a powerful way to connect with consumers, and with Outbrain, we can use our content to reach our target audience efficiently and at scale. Outbrain has lowered our overall CPA and has allowed us to convert new quality clients in the competitive Singaporean investor market.

– Sebastian Sieber, Partner, Syfe



Please contact your Outbrain representative to learn more about our lead generation campaigns.