

Beginner's Guide to Outbrain

By Bob



Content

- Introduction
- Advertiser Registration
- Platform Dashboard
- Reading Materials

Introduction

- The World's Leading Premium Discovery Platform

Outbrain by the numbers

We were first in creating content discovery and we are first in markets across the world. We reach more than a half billion people globally each month.

275
BILLION
Monthly Recommendations

80%
of the World's Premium Publishers

14
Different Languages

source:<https://www.outbrain.com/about/company/>

Introduction

- Native Platform

Outbrain, Taboola, Sharethrough, Yahoo gemini, MGID, Adblade, Nativo, Facebook, Pinterest, Twitter, LinkedIn...

- Outbrain VS Taboola

<https://comparisons.financesonline.com/outbrain-vs-taboola>

<https://www.similartech.com/compare/outbrain-vs-taboola>

- How to Choose One

<https://bigbobchang.com/2018/11/16/how-to-choose-native-networks-and-create-content/>

Advertiser Registration

- <https://my.outbrain.com/amplify/funnel/register>

 **outbrain** AMPLIFY

Create a campaign in 4 easy steps

Promote your content to millions on top publisher sites.
Drive quality traffic, get more leads or boost brand awareness.

Country 

United States 

Email

You must enter your email address to proceed.

Password

| | |
|-----------------------|-------------------------------------|
| One upper case | No consecutive identical characters |
| One lower case | No consecutive keyboard characters |
| One number | No spaces |
| Eight characters min. | Sixty characters max. |

Yes! Send me product updates, promotions, and insights. You may opt out at any time.

Create Account

By clicking "Create Account", I agree to Outbrain's [Privacy Policy](#)
Already have an Outbrain account? [Login here](#)

CUSTOMER TESTIMONIALS

"Outbrain works! We got instant conversions from our first campaign and I really appreciated the amazing customer service!"



Dawn Serpa
VP of Global Marketing,
Erbaviva

Create Campaign

Outbrain^{AMPLIFY}

Create Campaign

Add Content Settings Checkout

Let's get started

Set up your campaign in 3 easy steps

Name Your Campaign

My First Campaign-Test

Add Content

[Help: Content Guidelines](#)

Enter URLs you'd like to promote.

Best practice: add at least 6-8 variations of headlines and images for your URL so your audience has more opportunities to engage with your content.

URL RSS

Type in or paste your URL - one or many - here

Clear All

Add Content

All Content Pieces: 1

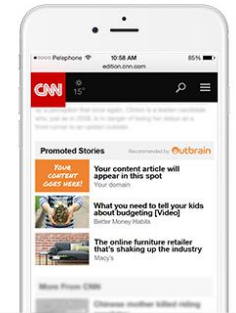
Valid: 1

Invalid: 0

[Clear All](#)



THIS IS HOW YOU WILL PROMOTE YOUR CONTENT



Create Campaign

OutbrainAMPLIFY

Create Campaign

Add Content Settings Checkout

Scheduling

Help: How long should my campaign be?

Run continuously

Set dates

Budgeting

Help: Understanding budget and CPC

Cost per Click (CPC) USD

Daily Budget USD per Type Pacing Your actual daily spend may be up to 20% higher. [Learn more](#)

Targeting

Help: Targeting your audience

Location All locations

Interest

INCLUDE - people who match at least one of the following

Search for interests from the list 1 Clear All

Business and Finance: Marketing

+ AND - Must also match at least one of the following

Exclude

Platform/OS/Browser

Search for Platform, OS or Browser Clear All

Platforms: Desktop Tablet

Outbrain Extended Network Use extended network traffic

Tracking

Help: Tracking performance

Tracking Code

Enter a sample promoted link to test your code
<https://pubobtain.com/casestory/native-ad/>

Back Cancel [Continue to Checkout](#)

Campaign Summary

My First Campaign-Test

Promoted Links
1 URL

Locations
United States

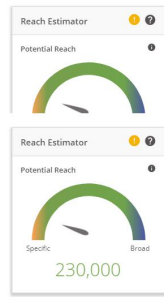
Platform
Desktops, Tablets

Budget
\$30 USD

Budget Type
Day

CPC
\$0.84 USD

Campaign Duration
Continuous



Budgeting: CPC

Targeting:

- Location
- Interest
- Platform/OS/Browser

Tracking:

Our recommended tracking code is:
`utm_source=Outbrain&utm_medium=Discovery&utm_campaign=your_campaign_name&utm_content={{ad_title}}&utm_term={{publisher_name}}_{{section_name}}`

Checkout

Create Campaign

Checkout

Fill in your contact and payment information before you submit your campaign. Your card will not be charged until your campaign is approved and receiving clicks.

Contact Information

Account Type

Personal

First Name

First name is required.

Last Name

Last name is required.

Payment Information

[Help: Pricing and Billing](#)

We bill your card at the first of the month for the previous month's traffic.
Your card will not be charged until your campaign is approved and receiving clicks.

Card Type



Card Number

Platform Dashboard-Campaigns

Amplify Campaigns | ACCOUNT: [redacted] | CAMPAIGN: All Campaigns (6) | Last 30 Days | Add Content | Add Campaign

By Campaign | By Time | By Publisher | By Geo | By Platform

By Campaign | By Month | By Publisher | By Geo | By Platform

By Campaign | By Month | By Publisher | By Country | By Platform

By Content | By Day & Hour | By Section | By Region | By OS

By Day Of Week | By DMA (In US) | By Browser

0.00%

10/27/18 | 11/01/18 | 11/06/18

Settings Real Time

| Status | Type | Campaign Name | Delivery | Start | End | Budget |
|-----------------------|------|---------------|----------|-------|-----|--------|
| Total - All Campaigns | | | | | | |

CUSTOMIZE COLUMNS [X]

Search Columns... [X]

Select All [Total 14 selected]

- PERFORMANCE - 5 / 5**
 - Amount Spent
 - Avg. CPC
 - Impressions
 - Clicks
 - CTR
- CONVERSIONS - 9 / 25**
 - Time of Click
 - Time of Conversion
 - Conversions
 - Conv. Rate
 - CPA
 - Conversions Value
 - Conversions Avg. Value
 - Add to Cart Number of conversions

After applying this will be your default columns view [Cancel] [Apply]

CTR [X]

- Impressions
- Amount Spent
- Avg. CPC
- CTR**
- Conversions
- Conv. Rate
- CPA

Clicks [X]

- Impressions
- Conversions
- Clicks**
- Amount Spent
- Avg. CPC
- Conversions
- Conv. Rate
- CPA

Daily

0

CTR vs Clicks

Total of: 6 Campaigns


| Impressions | Conversions | Conv. Rate | CPA |
|-------------|-------------|------------|-----|
| 0 | 0 | 0.00% | \$ |

Pixels

CREATE CONVERSION

[Help: Creating Conversions](#)

[View Outbrain Pixel](#)

 Install the Outbrain tracking pixel throughout your website to track conversions. Use our [Chrome plugin](#) to ensure your pixel is firing properly.

Type

URL-Based Conversion

Track conversions based on your site URL (i.e. all urls containing "/thank-you.html")

URL Contains

example.com/thank-you

Event-Based Conversion

Track conversions based the actions users take on your website (i.e. "Download")

* Requires adding additional code to your website.

Details

Name

Create a unique, descriptive conversion name, which will be displayed in the reporting section of your dashboard.

Category

Select a category that best describes your conversion

Window

The maximum number of days between click and conversion.

Value

To better track your content ROI, attribute a value to each conversion. Note, Default Value works best with static conversion values. To learn how to set up Dynamic Values visit our [Help Center](#)

Category



Checkout

Registration

Email Sign Up

Video View

Lead

Add to Cart

Content View

Download

Search

Other

Pixels

- How can I set up and track Multiple Conversions?

<https://www.outbrain.com/help/advertisers/multiple-conversions/>

© Outbrain Pixel (Basic)

© URL-Based Conversion

© Event-Based Conversion

Dynamic Values: <https://www.outbrain.com/help/advertisers/dynamic-values/>

For Shopify:

<https://www.outbrain.com/help/advertisers/outbrain-pixel-shopify/>

For GTM:

<https://www.outbrain.com/help/advertisers/outbrain-pixel-gtm/>

Outbrain Pixel Tracker

<https://chrome.google.com/webstore/detail/outbrain-pixel-tracker/daebadnaphbiobojnpgcenlkgpihmbdc?hl=en>

Audience

CREATE SEGMENT

[Help: Creating Custom Audiences](#)

Segment Name

[+ Add a description](#)

Duration (1-180 Days)

30

Collection Type ?

Audience Retargeting

Users who visited a page that matches the following conditions

URL Contains



Shop, Cart etc.

+

AND

[+ OR](#)

Story Sequencing

Users who clicked any of the following campaigns:

Enter Campaigns



Converters Segment

Everyone who converted on your site over the past 30 days

[Read more for mobile app conversions](#)

Enter Conversion



Platform Dashboard-Payments

Payment Information

You are required to pay by check or bank transfer, under Net 30 terms

For questions please contact
support@outbrain.com

* Please note that Outbrain charges monthly credit card processing fees of 3%, which will be reflected in your invoice. See [here](#) for more details.

Past Invoices (Monthly)

Billing Summary

Current Balance:



Next Bill:

November 30, 2018

Promotional Codes

Enter Promotional Code

Reading Materials

- UTM <https://www.outbrain.com/help/advertisers/utm-tracking/>
- How can I track and optimize publisher engagement in Google Analytics?
<https://www.outbrain.com/help/advertisers/optimize-publisher-engagement/>
- Why is there a difference between Outbrain reporting and Google Analytics?
<https://www.outbrain.com/help/advertisers/discrepancies/>
- How do I retarget my Outbrain campaigns using Facebook?
<https://www.outbrain.com/help/advertisers/retargeting-facebook/>
- How do I use 3rd Party Pixels for my Outbrain campaigns?
<https://www.outbrain.com/help/advertisers/3rd-party-pixels/>

Reading Materials

- How do I create a successful campaign?

<https://www.outbrain.com/help/advertisers/create-successful-campaign/>

Set a competitive CPC. While our default recommended range for CPC falls between \$0.52 and \$1.74, you' ll want to set the value according to the device you wish to target.

Use the guide below to find a comfortable range for your campaign:

- Desktop Campaigns: \$0.80-\$1.00
- Tablet Campaigns: \$0.60-\$0.80
- Mobile Campaigns: \$0.40-\$0.60

- Rule <https://www.outbrain.com/amplify/guidelines/>

Acceptable Page Types

- Article Pages & Blog Posts
- Earned Media
- Videos (must contain some descriptive text on the page)
- Search Engine Results Pages
- Home Pages
- Product/Landing Pages
- App Download Pages
- Infographics
- Advertorials (with proper disclosure that follow Outbrain's Advertorial policies)

Reading Materials

- [Beginner – 105] Rules and Tips for Writing Web Copy

<https://www.outbrain.com/help/advertisers/web-copy/>

Ok Headline: Why You Should Use Us For Your Next XYZ Project

Great Headline: Want To Know Why We Are The Preferred XYZ Of Over 10,000 Happy Clients?

Ok Headline: Introducing Our New Line Of Beauty Products

Great Headline: You Asked, And We Listened—5 New Beauty Products For Youthful Looking Skin

One of the most effective ways to successfully engage your reader, and convert your reader to a sale—is to tell a story that they can relate to, and which offers your products or services up as a solution.

- [Intermediate – 109] 9 Do's and Don'ts for Writing Catchy, Viral Blog Headlines

<https://www.outbrain.com/help/advertisers/viral-blog-headlines/>

- More: <https://www.outbrain.com/help/advertisers/>

- Taboola: <https://help.taboola.com/hc/en-us/articles/115007119907-Taboola-Glossary>