



Immediate increases non-consent traffic revenue by 200% with Outbrain's cookieless data solutions

Vertical
Publisher

Objective
Non-consent traffic monetization

Experience
Cookieless data solutions

Overview

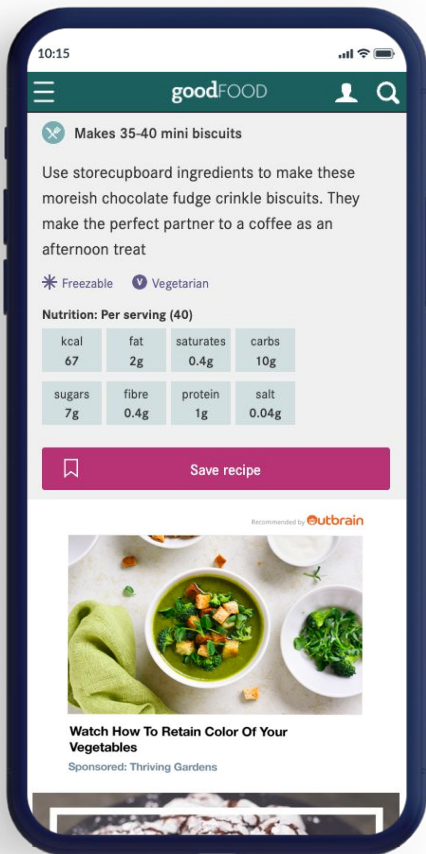
Immediate, a Burda Company, is home to some of the biggest and most loved consumer brands in the UK, including Radio Times, Good Food, and BBC Gardeners' World.

With a decade of trustworthy collaboration with Outbrain to provide strong monetization strategies through both direct revenue and audience recirculation, Immediate needed a partner able to offer a solution to overcome the potential revenue loss due to new privacy-centric regulations.

Solution

Immediate turned to Outbrain to support the monetization of non-consent traffic, with the goal of easing the revenue decline observed from higher volumes of traffic moving to non-consent.

Thanks to advanced contextual targeting that does not rely on personal data tracking, Outbrain was chosen by Immediate to serve as the publisher's partner to monetize standard display ad slots, alongside existing footer positions. Custom widgets were created for each of Immediate standard IAB ad slots and delivered via their ad server.



Results

Outbrain's sophisticated AI-driven prediction engine enabled Immediate to get instant incremental revenue.

+200%
Non-consent revenue

+8%
Incremental monthly revenue growth*

*Despite ~10% drop in consent PVs

"The non-consent placements have been a really positive addition to our monetization efforts. The incremental revenue we have generated has helped soften the blow from increasing volumes of opted-out users. Outbrain's ability to monetize based on contextual recommendations beyond the feed will prove invaluable as we begin the move towards 'reject all' being included on the first layer of the CMP."

– James Florence, Head of Advertising Technology, Immediate, a Burda Company