

The National Lottery Launches its First-Ever Cross-Funnel Campaign on the Open Internet

Overview

With an exceptional €130 million superdraw jackpot on Euromillions, the National Lottery wanted to boost the awareness of its flagship game and draw in player engagement. Going beyond its traditional strategy, the brand sought new and creative ways to enrich its presence across Belgian media.

More than experimenting with a new channel, the National Lottery wanted a partner capable of meeting its branding and engagement goals – moving audiences beyond awareness to consideration. This not only made the Open Internet an opportunistic ground to reach audiences at their peak of consideration, but also Onyx a suitable offering to leverage within Outbrain's advertiser platform for a cross-funnel approach.

Solution

To address its objectives, the National Lottery and IPG Mediabrands collaborated with Outbrain on a dual campaign.

Delivering a high-attention awareness campaign with Outbrain's Onyx solution, the National Lottery drove captivating video moments designed for a video-centric audience. In doing so, the brand was able to identify high-value audiences for continued engagement along the customer journey.

In the subsequent mid-funnel campaign, the brand utilized Outbrain's precision targeting capabilities layered on this high-value audience to drive them down the funnel, lowering overall cost per visit and driving efficiency alongside brand consideration.



Results

This approach bridged brand-building and consideration efforts for a cohesive advertising strategy.

+4%

Viewability
vs. Goal

-85%

Cost Per Completed
View (CPCV) vs. Goal

-30%

Cost Per Visit (CPV)
with Retargeting

"Following years of collaboration with Outbrain on middle and lower-funnel campaigns, we have decided to test their new branding solution, Onyx, to reach our upper-funnel objectives. Results against our awareness KPIs are impressive and the campaign did not stop there. Onyx also allowed us to boost the consideration of our campaign phase, reaching strong CPV levels."

– Mathieu Corrado, Digital Performance Advisor
Initiative & Mediabrands