

TORRAS

TORRAS reaches high-value users at 230% ROI with Outbrain

Vertical
Tech

Objective
CPA

Product
Bid Automation

Overview

TORRAS, a brand renowned for creating innovative and user-friendly accessories for smartphones and other tech gadgets, has captivated over 100 million customers worldwide, serving more than 40 countries with its distinctive designs.

In ongoing efforts to expand its e-commerce business, TORRAS has engaged with a variety of media partners. With a strategic focus on improving its market presence in Germany and Japan, TORRAS sought to capture high-quality and value users more efficiently. To achieve this, the brand partnered with Outbrain for an Open Internet campaign.

Solution

To achieve its goal, TORRAS leveraged Outbrain's bid automation, which automatically tailored the bidding approach to consistently meet its target CPA. This smart optimization effectively funnelled users with a keen interest in enhancing their daily tech essentials and a high propensity to purchase directly to the TORRAS website.

Additionally, the use of the Carousel format allowed TORRAS to highlight each product with its own title and CTA, making the user experience more interactive and informative. This format not only captured the interest of potential customers but also significantly improved conversion rates.



Results

The combination of Outbrain's bid automation technology and formats exceeded expectations, delivering a CPA that was 90% less than those seen on other social media platforms. Furthermore, TORRAS's campaign efforts achieved a 230% ROI, eclipsing the results achieved through Facebook campaigns.

-90% CPA vs. social **230%** ROI

"Collaborating with various platforms was key to achieve our business objectives, but the results we've seen from Outbrain have been particularly astounding. We recognize that securing high-value customers is crucial not only for our immediate goals but also for the sustained success of our business in the long term. We are grateful for Outbrain's exceptional advertising technology and the dedication of its team members."

Don Chen, Senior Advertising Optimization Specialist, TORRAS Global