



hipto achieves superior lead quality at -15% CPL vs. social using Outbrain

Vertical
Insurance

Objective
Lead Generation

Product
Bid Automation

Overview

hipto, a pioneer in lead generation operating in over 10 countries, is known for its Conversociads solutions, which generate ultra-qualified leads in high volumes for globally recognized clients.

To meet the rising need for high-quality lead volume in senior health insurance, hipto ran performance-driven campaigns on the Outbrain platform, aiming to maximize performance at scale. In doing so, the partnership enabled the company to diversify its lead generation capabilities outside of social and connect with relevant audiences on the Open Internet.



Solution

In its pursuit of maximizing lead quality, hipto leveraged Outbrain's bid automation to streamline campaign optimization toward this conversion goal. In doing so, machine learning and AI algorithms did the heavy lifting of setting appropriate bids by quickly and efficiently determining the top-converting sites. This proved effective alongside human input in other campaign aspects, such as pinpointing the optimal creatives and conducting landing page A/B testing to find the best combinations for driving down CPL and enhancing lead quality.

Results

hipto's utilization of Outbrain technology helped the campaign deliver superior efficiency in terms of lead volume, while also successfully lowering CPL by 15% against social platforms. Moreover, the lead transformation rate, measured by the quality of these leads converting into customers, proved that Outbrain was a highly effective addition to the company's digital strategy.

15k	-15%	+1.9%	-1.8%
Leads Collected	CPL vs. Social	Lead to Customer Transformation Rate vs. Social	Lead to Customer Transformation Rate vs. Search

"Outbrain's bid automation technology and top-tier account management support were key factors that made Outbrain an important partner for our lead generation efforts. By prioritizing high-quality leads, the results obtained have increased our clients' satisfaction and enabled us to effectively engage with our desired audiences."

– Léo Hauet & Kilian Le Menestrel, Co-founders & CEOs, hipto