



# Leroy Merlin Automates Campaign Success with Outbrain's AI-Powered Bid Strategies

**Vertical**  
Retail

**Objective**  
Qualified Traffic

**Product**  
Outbrain Bid Strategies

## Overview

Leroy Merlin is a multinational retailer in the home improvement and DIY sectors, offering a vast range of products for construction, renovation, and decor. Known for its sustainability focus and customer-centric approach, it has a strong presence across the globe.

For its "Vuelta al hogar" campaign, Leroy Merlin aimed to engage homeowners and DIY enthusiasts seeking indoor and outdoor home solutions. Targeting key demographic segments, including families and passionate DIYers, the campaign's goal was to drive highly qualified traffic to its website at a competitive cost per session (CPS). Having trusted Outbrain's advanced technology for years to drive quality traffic at a competitive cost, Leroy Merlin leveraged its automated bid strategies, confident in the platform's ability to meet engagement and performance objectives through effortless, precise, and data-driven optimization.

## Solution

Leroy Merlin tapped into Outbrain's extensive network of premium publishers to reach a broader, high-quality audience. Carefully crafted creatives, combined with highly relevant messaging and strategically optimized landing pages, played a key role in driving deep and lasting engagement.

The brand also capitalized on Outbrain's advanced bidding solution, Conversion Bid Strategy, to achieve its campaign objectives. After setting its CPS target at the start, the AI-powered algorithm dynamically adjusted bids in real time, automatically directing ad spend toward users with the highest potential to engage – all without manual intervention. Outbrain's predictive technology further refined bid optimization, ensuring Leroy Merlin's ads reached the intended audience at the right time.

## Results

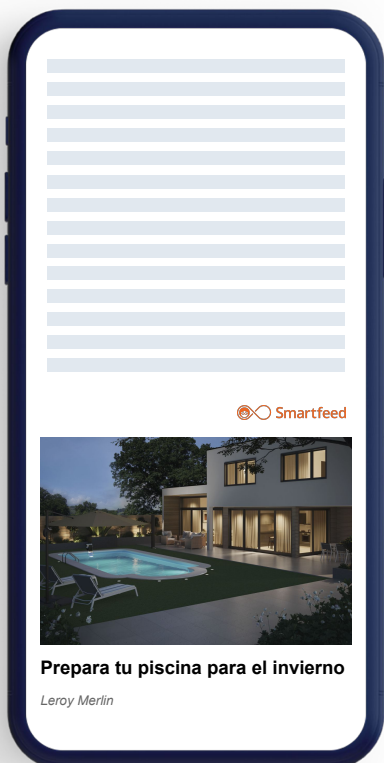
The combination of Leroy Merlin's creatives and landing pages with Outbrain's efficient and automated approach exceeded all expectations, delivering strong qualified traffic across the campaign without the need for tedious manual optimization. Additionally, it highlighted the strength of Outbrain's predictive technology and bid automation tools on mobile, which drove 84% of campaign traffic.

**+51%**

CTR vs. standard native benchmark

**-58%**

CPS vs. target



*"Our collaboration with Outbrain has enabled us to reach both our qualified traffic and cost-efficiency targets. By leveraging its AI-powered bid automation, we were able to generate strong engagement and significantly lower our cost per session, effectively reaching our target audience with outstanding precision and cost control. This partnership has reinforced our confidence in Outbrain as a valuable, outcome-driven partner for impactful digital campaigns."*

**Cristina Rodriguez** - Media Manager, Leroy Merlin