

Driving Growth: Palma Media Achieves 35% Revenue Boost Through Strategic Partnership with Outbrain

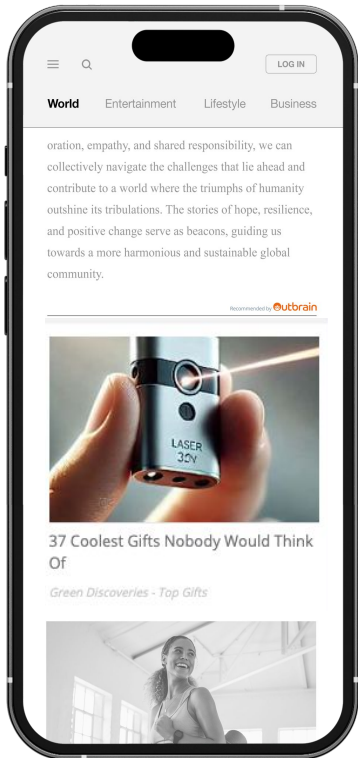
Vertical
Affiliate

Objective
Revenue

Overview

Palma Media is a leading performance media buying company that specializes in acquiring high-quality traffic, leveraging advanced strategies to optimize media buying processes, drive growth, and maximize returns across diverse verticals.

Following a successful partnership with Outbrain, the company aimed to venture into new verticals within the affiliate industry. Outbrain played a pivotal role in establishing relationships with affiliate networks, and providing hands-on support in media buying.



Solution

As Palma Media expanded beyond its original vertical, Outbrain emerged as a cornerstone, aiding in each aspect of the transition – from business development to campaign management and creative thinking stages.

The account management team was central to the process by sharing valuable insights into best practices of Palma Media’s newly explored verticals, such as health and e-commerce. The team also offered a panoramic view of the shifts occurring within affiliate networks and highlighted opportunities for growth in these sectors.

Results

After a successful evolution, Palma Media now effectively operates in a completely different space, as intended. The company maintains daily contact with Outbrain’s account managers, who assist in making key decisions while enabling Palma Media to translate client strengths and weaknesses into an action plan – focusing on necessary adjustments, maximizing current capabilities, and adapting tactics for a successful pivot. Currently, 30% of the company’s leads are generated from Outbrain traffic, consistently delivering a high ROI each month.

30%

of leads via
Outbrain

+35%

revenue
(within 6 months)

8000

conversions
(within 6 months)

"Our partnership with Outbrain has developed our business and allowed us to grow and expand into new business units. Outbrain has proven to be our business partner, not just a media channel".

Daniel Krihely, CMO & Co-Founder, Palma Media