

CASE STUDY

Expanding Horizons Through Strategic Diversification for Adders

Introduction.

[Adders](#) is an affiliate marketing team that specializes in whitehat approaches and data-driven strategy to transform online traffic into systematic profit streams.

Objective.

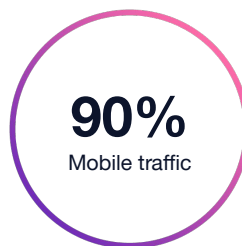
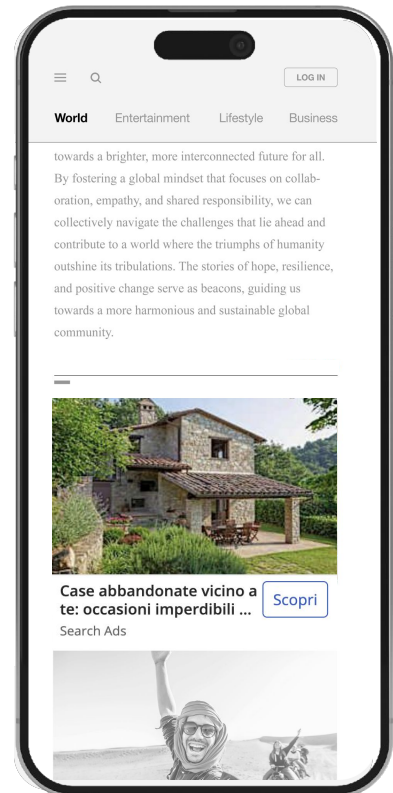
As one of Outbrain Direct Response's fastest-growing clients, Adders transitioned to a diversified marketing strategy with ODR's support following the pivot of the search industry. Previously 100% reliant on AFD (AdSense for Search), the company began to explore new fields.

This evolution was driven by Adders' skilled media buyers, who utilized different strategies to adapt to industry shifts, optimize campaigns, and achieve scalable growth – with ODR playing a crucial role in guiding and supporting this transformative change.

Approach.

Adders explored new fields such as RSOC (Related Search for Content), lead generation, and e-commerce, reshaping its business model and broadening horizons. Venturing into CTV campaigns also marked a groundbreaking addition to its portfolio, expanding beyond Search without shifting focus from it.

Key aspects that succeeded in Search activity included implementing bid automation for efficient targeting, prioritizing countries such as Germany, the UK, and Japan to secure premium traffic, and maintaining seamless collaboration with the Outbrain Direct Response team.



“With Outbrain Direct Response, you get traffic that actually performs - not just numbers. Master the algorithm, and scaling with strong ROI becomes real. But what truly makes the difference is their team: sharp, proactive, and always two steps ahead when it counts. Feels less like support, and more like having your own crew inside.”

Yehor Kolesnikov - Growth Architect in Affiliate & Performance Marketing, Adders