

Babbel Drives U.S. Sales with Outbrain



Vertical
Education

Objective
Drive Subscription Sales

Background

Babbel is the #1 selling language learning app in the world with more than one million active subscribers globally. They are innovators in the education space and focus on giving consumers real-life conversation skills quickly and efficiently.

Goals

Educate new customers on the value of Babbel's services and increase subscription sales.

Outbrain Solution

Babbel partners with Outbrain across several countries and languages. In the U.S., campaigns center on owned media campaigns educating the market on Babbel and their offerings, including how the app works, product statistics, and user reviews. Babbel stays top of mind with 'always on' campaigns with greater spend during key periods such as New Year's and summer vacation season when consumers are most receptive to learning new languages.

Babbel utilizes a variety of Outbrain's advanced targeting tactics to support their full-funnel KPIs, building attention to their brand that further leads to conversion and lifetime value. Retargeting allows for tailored communications to those who previously visited the site / interacted with content. Interest Targeting pinpoints consumers based on the relevant topics they're most interested in (travel, education, arts). Lookalike Audiences model the content consumption profiles of existing subscribers to target new audiences that resemble them at scale.

How this revolutionary app can teach you a second language in just 3 weeks
Sponsored: Babbel

Complete Beginners Speaking A New Language In 3 Weeks

Over 100 language experts are currently **beavering away** at Babbel HQ to develop the best language learning app ever. Over one million active subscribers are already convinced. So who are these people and what are they doing tonight?

Learning A Language with Babbel

Just how many people does it take to create a range of award-winning language courses? At Babbel, we have a team of over 100 linguists and language experts working together on one floor of our Berlin office. It's probably one of the most multilingual offices on Earth. Sitting beside an Italian who speaks Russian, French, German, English and French is a German who speaks Spanish, Portuguese and English. And they're all learning other languages, of course.

Aside from seeing just how many polyglots Babbel can fit in one room, there is a more serious aim to this, to tailor outstanding language courses that get you speaking your new language as quickly as possible – in quarters, in fact. What a recent study showed that **even beginners just starting out in a new language only need an average of 33 hours of study** over a two-month period to cover the requirements for one college semester. So how do they do this? Let's take a look.

1. Our language experts tailor courses for your native language

The Babbel app is available in **seven languages**: English, Spanish, French, German, Portuguese, Italian and Swedish. From these seven languages, you can choose to learn:

- Spanish
- French
- German
- Italian
- Portuguese
- Swedish
- Danish
- Polish
- Turkish
- Russian
- Indonesian
- Norwegian
- Dutch

"We've experienced impressive growth and sales with Outbrain. Their creative solutions and advanced targeting led to highly qualified sales leads. Outbrain is a full-funnel solution for us and has been instrumental in our successful distribution of owned media via native platforms."

Virginia Mendez, Sr. Digital Marketing Manager, Babbel

Results

Outbrain is a core member of Babbel's top 3 strategic channels and their #1 partner in driving leads to sales.

Outbrain's targeting playbook combined with Babbel's quality content led to actionable leads at efficient CPAs, harnessing the power of true interest targeting and an engaged audience. Lookalike Audiences drove a 20% lower CPA and Retargeting campaigns drove a 4.6% lower CPA than initial goals.

#1
Paid Native Partner

20%
Lower CPA with
Lookalike Audiences

Lead to Sales Conversion

