

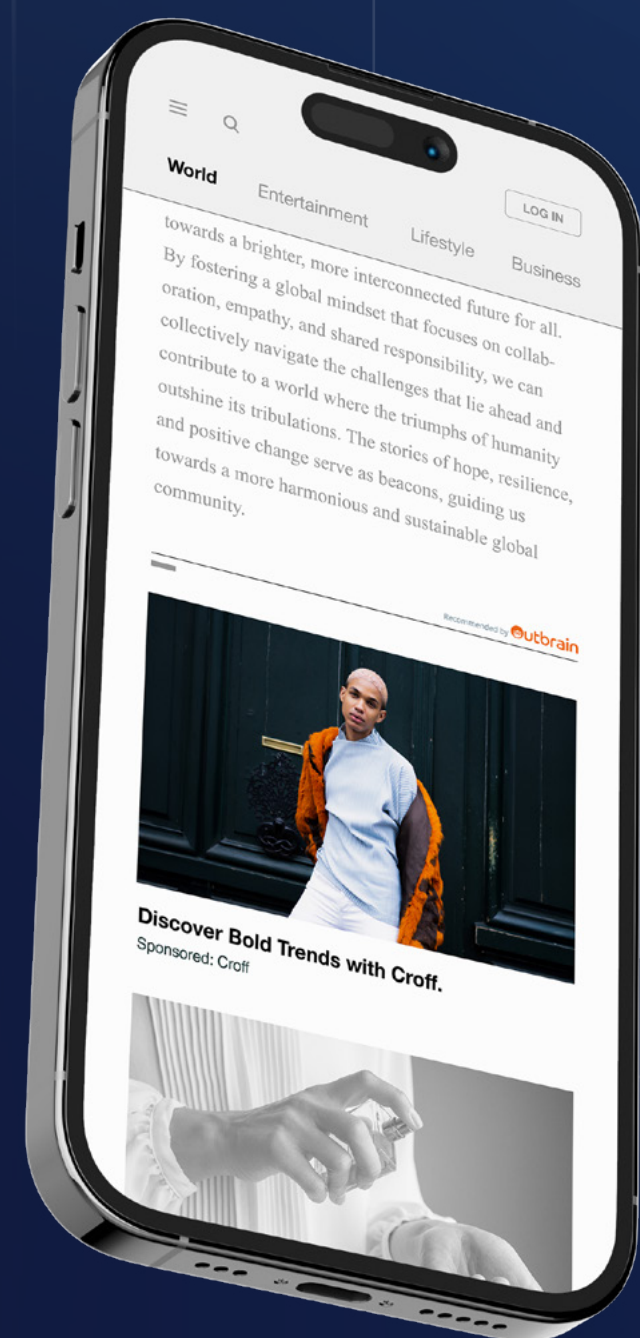


Outbrain's AI-Powered Solutions for Performance Excellence



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**“Optimal performance with minimum manual work
to maximize return on investment.”**



**This is the ambition of every performance marketer,
but no easy task on the path to a competitive advantage.**

**Imagine the power to predict your campaign’s future and auto-optimize
every element of your campaign for exceptional performance.**

With Outbrain, AI transforms that opportunity into your reality.

The role of AI in advertising

Rapid advancements in AI technologies are reshaping the advertising industry. While it's been embraced by many, some marketers are still hesitant.

The impact and risks of insufficient automation and AI adoption, according to small business marketers:

49% see limited scalability

43% believe this leads to low customer acquisition

42% report a decreased competitive advantage

40% notice decreased efficiency

Source: Intuit Mailchimp, The Future of AI Marketing, 2023

Outbrain's core prediction engine, enhanced with AI, simplifies and optimizes your campaign management – leaving room for human intelligence to drive impact at higher levels of strategy.

The logo for Outbrain AI, featuring a stylized orange brain icon with white eyes and the text "Outbrain AI" in white and orange.

Outcomes

Audiences

Creatives

1. Achieve your outcomes

Having the proper bid strategy is pivotal to achieving maximum output at the best cost. However, manual bid management is time-consuming, especially as campaigns grow, leading to missed opportunities and inefficiencies.

Outbrain's use of AI meets your bidding strategy



Time Savings

Automated bidding systems use machine learning and algorithms to set appropriate bids in real-time compared to manual adjustments.



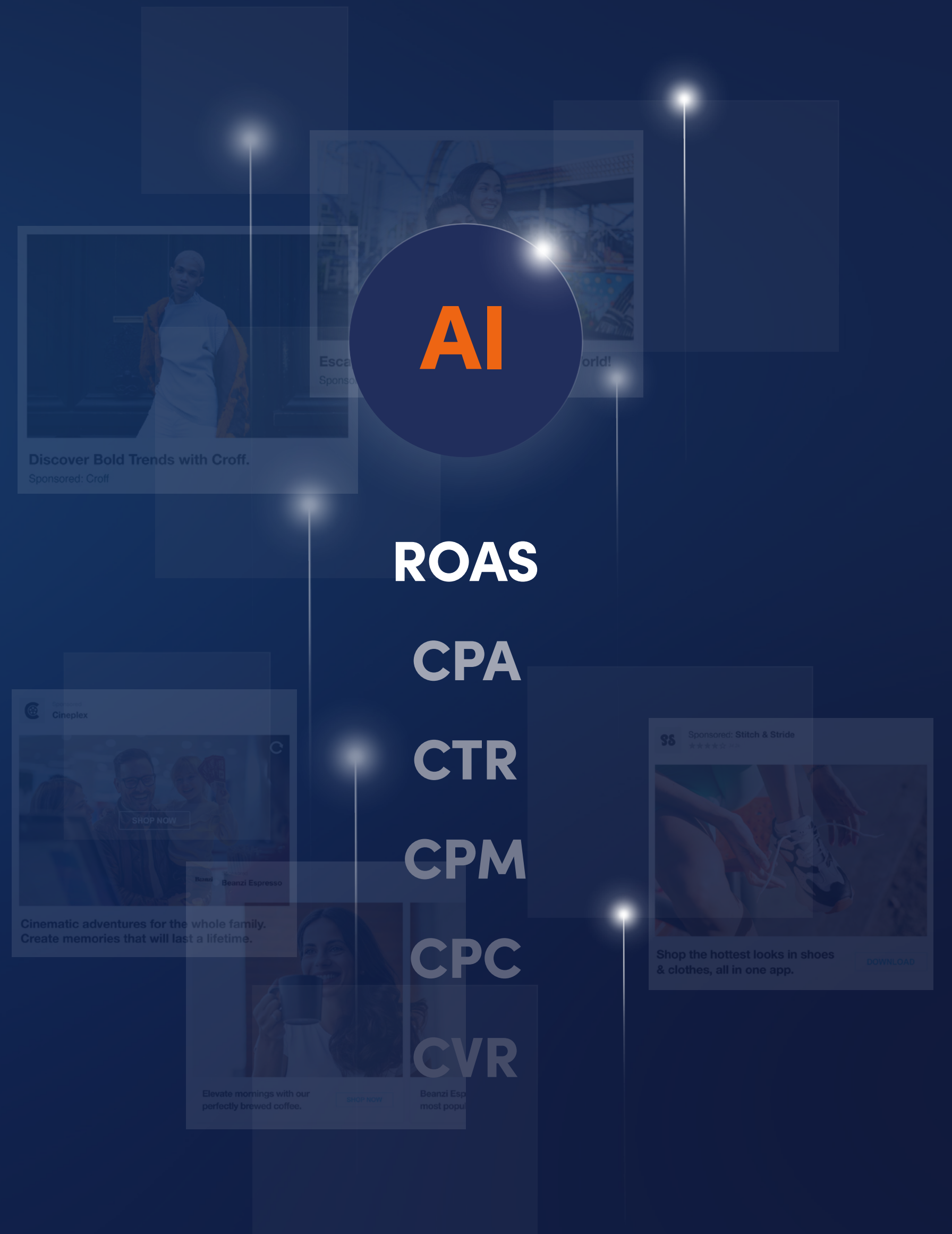
Efficiency

Automated bidding takes into account hidden signals that are invaluable to decipher user intent and interest



Scale

Efficient management of bids for a large number of keywords and campaigns.



Choose your goal, let Outbrain do the rest.

Save time and effort by removing the heavy lifting and guesswork. Using advanced AI and machine learning, Outbrain offers many bid strategies to do the work for your selected goal.



Optimize for engagement

Reach your most engaged audiences, using your first-party analytics data to customize bidding according to your goals. Prime your audience for action: page views per session, session duration, bounce rate, custom metrics.

Optimize for ROAS

Optimize your campaigns based on specific conversion goals, maximizing efficiency, increasing advertising ROI, and ultimately boosting profitability. Hit your custom conversion goals: target ROAS/CPA, conversion volume.

2. Identify your audiences

With audiences fragmented across multiple sites, advertisers need personalization to engage with them and see measurable results. While a privacy-centric web is creating change across the industry, context and AI are the best ways to drive efficiency with that in mind.

Outbrain's use of AI meets your audience strategy



Direct, code-on-page relationships with publishers

Provides us with first-party data and insight into user interests and behavior.



Interest Targeting

Reach the most relevant consumers based on their true interests and reading habits, rather than arbitrary demographic data alone.



IAB Category Targeting

Utilize effective targeting methods to reach your ideal audience in the most relevant environments, without relying on user-based demographic or behavioral data.

Outbrain's proprietary predictive algorithms, powered by AI.

At our core is more than 17 years of data innovation, spanning advanced contextual signals, deep understanding of user interests, and AI-powered campaign optimization – all privacy-centric by design to engage audiences in moments of relevance.



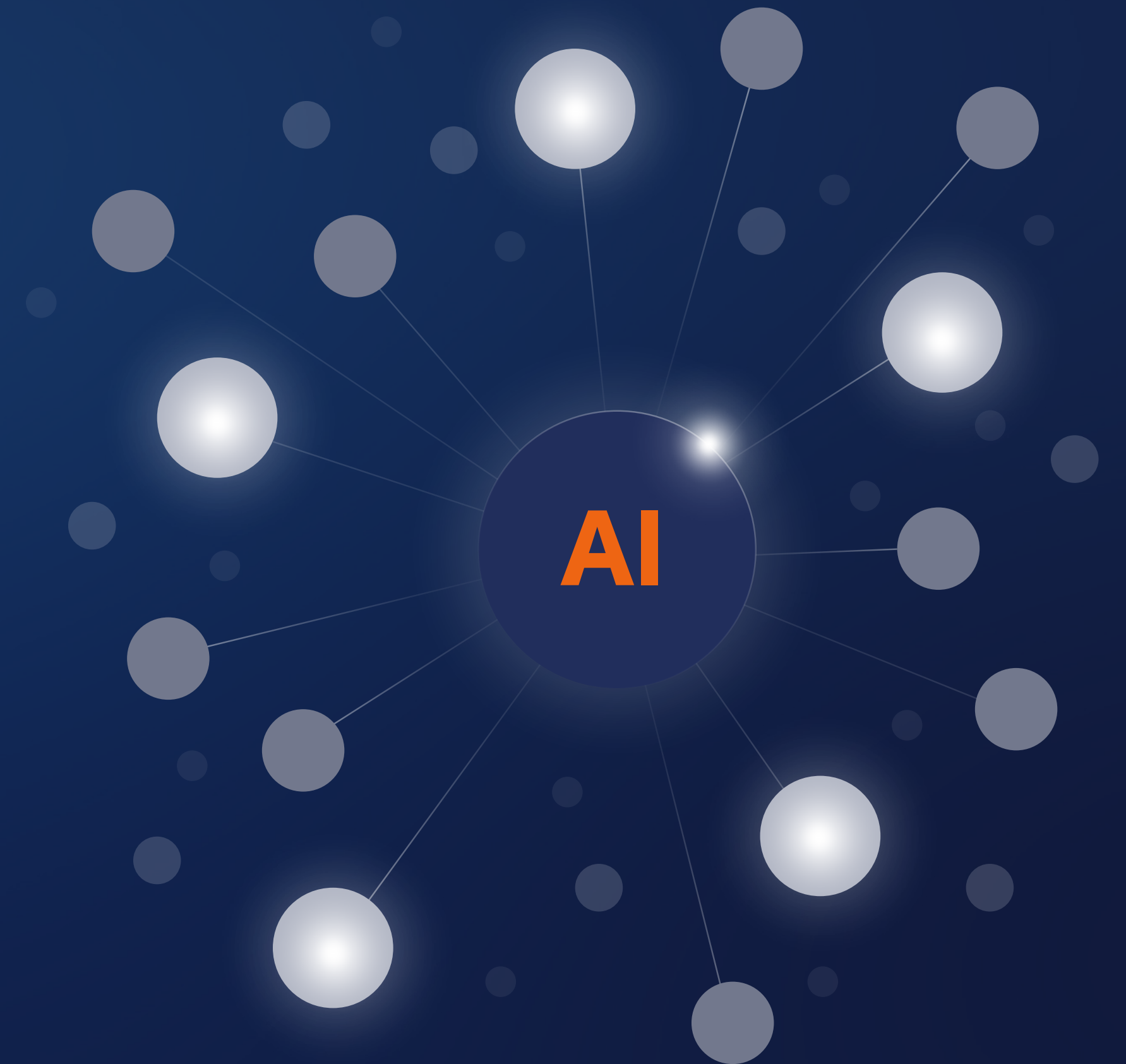
AI-first platform to predict outcomes

AI and machine learning process more than 1 billion data signals per minute, enabling our prediction engines to predict and maximize outcomes.



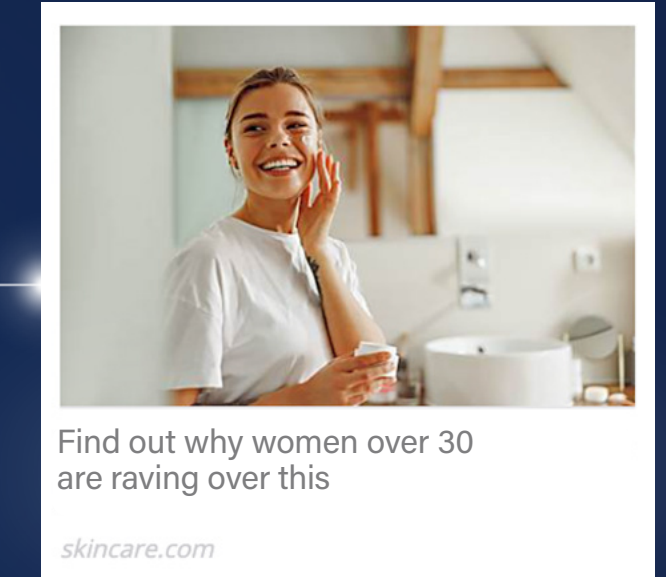
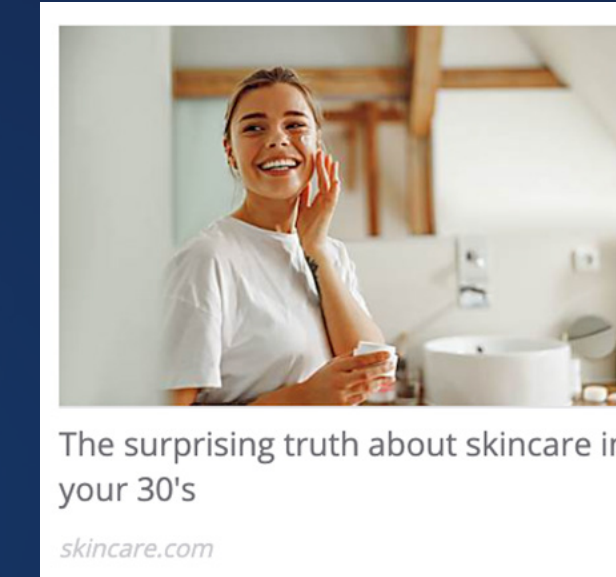
Proactive approach to privacy

Full compliance with regulatory frameworks across the globe and a privacy-by-design approach to product development.



3. Customize your creatives

Driving higher conversions and scalable growth on the Open Internet is greatly influenced by the quality, type, and relevance of your creative. However, understanding what works best, an overreliance on stock imagery, and creative localization present challenges that are time-consuming, restricting, and involve guesswork for advertisers.



Outbrain's use of AI meets your creative strategy



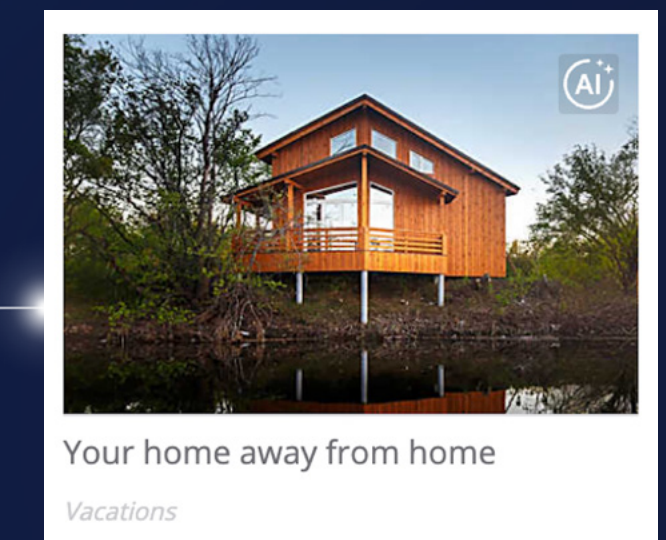
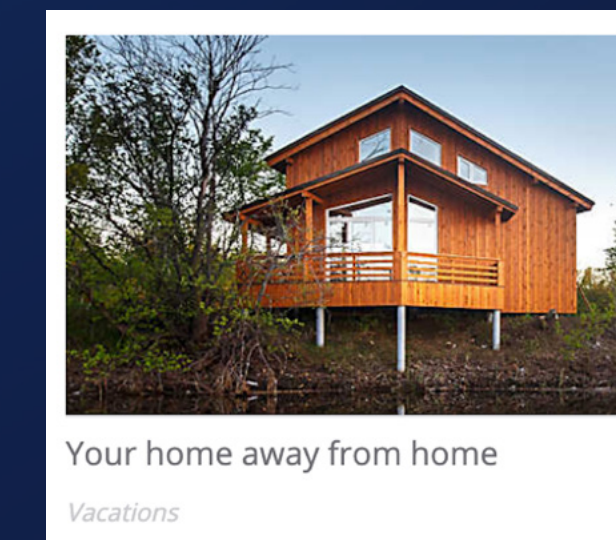
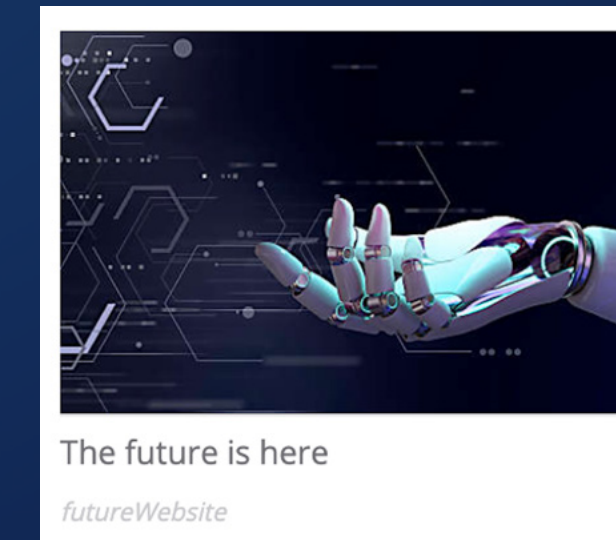
Tailored imagery for different audiences

Optimize engagement and effectiveness with personalized visuals that resonate with specific markets.



Content creation efficiency

implement automation in content creation removing time constraints and costly A/B testing.



Your competitive edge: Outbrain's Creative Automation

Outbrain's Creative Automation tools use generative AI and Outbrain's predictive insights to deliver highly targeted creatives optimized for higher engagement. Generate personalized and contextually relevant images and titles with ease to drive greater performance all the way down to post-click conversion.

Benefits for performance marketers



Accelerate performance

Transform rich performance insights and basic campaign inputs into compelling ad creatives using Outbrain's generative AI tools, driving up ROAS.



Personalize at scale

Reach ideal customers with unique, highly resonant creatives, boosting engagement while driving down CPA.



Streamline workflow

Eliminate time-consuming and costly A/B testing and content production by instantly generating a variety of cohesive headlines, visuals, and landing page variations for an optimized conversion path.



Enhance optimizations

Automate creative optimization for higher CTR and adjust visuals to seamlessly fit performant ad formats.

Take Your Advertising to the Next Level

Outbrain's AI-powered solutions are proven to drive performance excellence and expand the overall value of your campaign.



[Explore more success stories](#)



Realize exceptional performance.

Reach out to learn more about Outbrain's AI solutions
that maximize outcomes and eliminate effort.