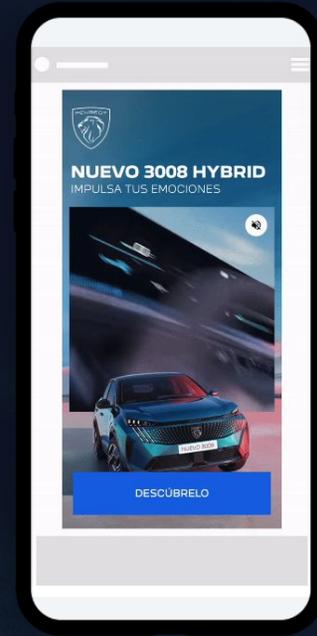# Onyx
by Outbrain™

POWERED BY BRAND STUDIO

CASE STUDY

Outbrain Enables Cross-Funnel Strategy for New Peugeot 3008

Introduction

> *As a brand with a rich heritage, Peugeot is always on the lookout for innovative ways to connect with our diverse audience. The launch of the new Peugeot 3008 was a pivotal moment for us, where positioning the vehicle as a leader in the compact SUV category was crucial. Through Outbrain's diverse offerings, we were able to achieve our desired outcomes across different stages of the funnel."*

– Alberto Extramiana, Marketing Director, Peugeot Spain

The Results

+119%	**5x**	**1.5x**	**+27%**
attention vs. benchmark	engagement rate vs. benchmark	lift in brand consideration	optimized CPRS on mobile

The Challenge

Peugeot aimed to introduce its new Peugeot 3008 to a broad and diverse audience, including modern families, young professionals, and environmentally conscious consumers. To maximize impact and outcomes from the launch, Peugeot partnered with Outbrain to enable its cross-funnel strategy. By leveraging the platform's branding and performance offering, Peugeot could drive efficiency and effectiveness with one single partner across the different stages of the marketing funnel.

The Solution

Outbrain enabled a comprehensive cross-funnel strategy for Peugeot, through interactive High-Impact Display (HID) and Pre-Roll Video formats for branding, alongside native ad experiences for performance.

To build attention, Brand Studio tailored highly engaging creatives to highlight the unique features of the Peugeot 3008, combining immersive visuals with video storytelling to captivate audiences. By gaining attention naturally generated through Onyx placements, and elevating it into engagement with these interactive assets, the 3008 was able to stand out from the outset.

To support the brand's performance objectives, Outbrain's core native platform leveraged prediction toward action. AI-powered management solutions, for precise targeting and real-time optimization, allowed Peugeot to pinpoint its audience, while the native experiences encouraged further exploration, ultimately driving performance outcomes and increasing the strategy's efficiency.

ANALYTICS

Research in collaboration with Lucid was conducted to verify the impact and uplift of Peugeot's cross-funnel approach with Outbrain.

- **Attention that drives engagement:** The HID format achieved an Attention Unit (AU) that was **119%** higher than the industry benchmark, with an average exposure time of **5.39 seconds**, emphasizing the creative's strength in maintaining user attention. The Pre-Roll Video format also performed exceptionally well, with an **11%** engagement rate, well above the industry benchmark of 2%.

- **Influencing consumer preference:** The strategy led to a **6.2%** increase in brand consideration among its intended audience. High-Impact Display contributed to a **1.5x** lift in brand choice after exposure, underscoring the campaign's influence on consumer perception.

- **Maximizing campaign efficiency:** The Native formats achieved excellent costs per relevant session, exceeding Peugeot's goals by **+27%** on mobile and **+18%** on desktop. This proved the campaign's cost-effectiveness and efficiency in engaging the desired audience.
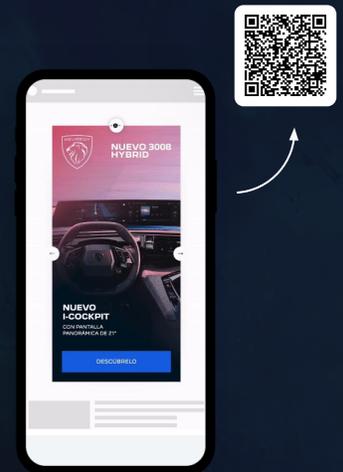
Testimonials

> *Outbrain's advertising suite, combined with Brand Studio's data-led creative designs, played an essential role in the success of our launch. Our campaigns worked simultaneously to deliver richer outcomes across each stage of the funnel, bringing efficiency from start to finish. We're excited to continue building on this success with Outbrain as a platform for our outcomes."*

- Alberto Extramiana, Marketing Director, Peugeot Spain