SQUID

How SQUID is monetizing its innovative mobile experiences with Outbrain

| Vertical	Goal
News/app	Monetization/User Experience

Overview

SQUID is a mobile-first digital news service and application with the mission to help millennial generations discover the most interesting and stimulating content in an easy and fun way. Users can create their own personalized news feed and instantly share with friends across social media platforms.

Audiences access SQUID news both by installing its native application for Android and iOS, and via integrations on -1 pages, browser, assistant, search and other pre-installed experiences through partnerships with leading mobile device manufacturers and operators, such as Huawei and Vodacom.

Solution

Through partnering with Outbrain, SQUID is able to monetize its innovative news service reaching 10 million unique active users per month in 60+ markets by:

- Seamlessly plugging into Outbrain's global full stack of 20,000+ native advertiser demand, via flexible API and SDK integrations;

- Incorporating Outbrain's recommendations into a variety of environments, such as its own native app and on pre-installed mobile experiences;

- Keeping its millennial audiences engaged with relevant, non-intrusive native ad formats that offer a great user experience as part of the SQUID news feed.
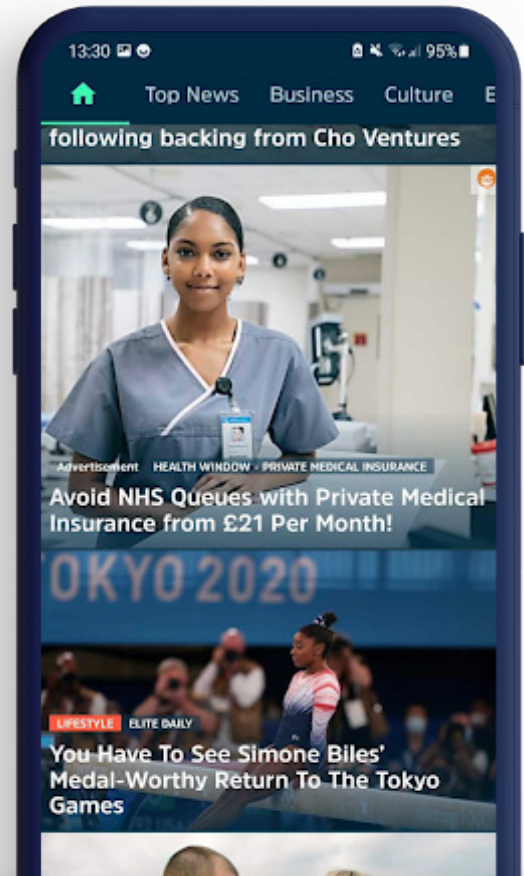
"We are always looking for ways to monetize audiences without compromising the user experience, particularly given the demands of our millennial audiences. Outbrain's recommendation technology has delivered us sustainable, user-first and impressive revenues. Thanks to the great support of the Outbrain team our relationship continues to grow. We are excited to see this partnership go to the next level as a technology partner in the future."

– Johan Othelius - CEO, SQUID

Results

Outbrain's recommendations are helping SQUID monetize:

10M
active users per month (and growing)

3–4%
average CTR on native ads for engaged users