

Outbrain Named UiPath AI25 Award Winner

Company recognized as one of the 25 most innovative UiPath customers using AI and automation



NEW YORK, Oct. 23, 2024 (GLOBE NEWSWIRE) — [Outbrain](#) (NASDAQ: OB), a leading technology platform that drives business results across the open internet, today announced it has been named a [UiPath AI25 Award Winner](#). The annual award program identifies the 25 most innovative UiPath customers using a combination of AI and automation as a strategic change enabler to accelerate bigger and bolder outcomes. Outbrain was recognized for its leadership at [UiPath FORWARD](#), UiPath’s annual gathering of global AI and automation experts.

Winners of the UiPath AI25 Awards exemplify how AI and automation can foster innovation and enhance productivity across various sectors. By showcasing measurable impacts—such as improved operational efficiency and customer satisfaction—they illustrate how these technologies redefine workflows and elevate experiences for both customers and employees.

Outbrain stood out among global applicants for its ability to use AI and automation to streamline operations and redefine the way teams work. By automating key workflows, particularly within its Small-Medium Publishers and Ad Operations divisions, the company has reduced manual workloads by 50%, enabling account managers to focus on revenue generation and resulting in millions in increased annual revenue while significantly enhancing customer satisfaction. Tamar Avni, VP and Head of MIS at Outbrain noted, “Our use of AI and automation is designed to simplify complex challenges for our customers, and this award is part of our ongoing commitment to constantly improving their experience.”

As the demand for AI and automation continues to rise, industry leaders are recognizing the significant advancements made by organizations that embrace these technologies. “We are pleased by the overwhelming quality of AI25 entries we received from customers globally. These 25 companies exemplify the transformational impact of AI and automation, having effectively demonstrated and executed new opportunities to advance innovation and improve productivity,” said Bobby Patrick, Chief Marketing Officer at UiPath. “We are proud to support customers with their automation journeys as they take full advantage of UiPath’s platform to deliver transformational outcomes with fast time-to-value. We look forward to continue leading unprecedented innovation with the next chapter of automation which combines robots, AI agents, and humans.”

About Outbrain

Outbrain (NASDAQ: OB) is a leading technology platform that drives business results by engaging people across the open internet. Outbrain predicts moments of engagement to drive measurable outcomes for advertisers and publishers using AI and machine learning across more than 8,000 online properties globally. Founded in 2006, Outbrain is headquartered in New York with offices in Israel and across the United States, Europe, Asia-Pacific, and South America. To learn more, visit www.outbrain.com.

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