

Discovering the most interesting things online

October 2018



Like all good things... it
starts with an idea on a
serviette

How CAN I
DISCOVER THE MOST
INTERESTING THINGS
ONLINE?



Native Discovery Is On the Rise



Outbrain is the only **technology partner** helping you maximize revenues from **all native opportunities**

- Native Content
- Native Video
- Native Ads
- Programmatic Native
- Direct Sold Native

About Outbrain

FROM PIONEER TO CATEGORY LEADER

Established over 10 years ago and pioneered the native advertising space, Outbrain today employs over 650 employees in 14 locations world wide operating in over 25 global markets.

PUBLISHER AND JOURNALISM AT HEART

We believe strong journalism is a critical pillar of democracy. Our platform has generated over \$1.3BN USD of direct revenues to publisher partners around the world.

THE USER IS OUR BOSS

We are 100% focused on serving the user first as the cornerstone of building a sustainable business. We are committed to quality and a great user experience in everything we do.

The World's Leading Publishers Choose Outbrain

People

CNN

msn

Time

The Washington Post

Better
Homes
and Gardens

E!

FiveThirtyEight

GQ

Vox

FOX
NEWS
channel

ESPN

epicurious

WIRED

FOX
BUSINESS

US

travel
channel

CRAIN'S

TRAVEL+
LEISURE

Kiplinger

abc

THE DAILY
BEAST

apartment
therapy

SHAPE

NEW YORK POST

Golf Digest

THE WALL STREET JOURNAL

Condé Nast
Traveler

NYLON

Fodor's

Southern Living

Money

BBC

80%

Of Premium Publishers

275B

Monthly Recommendations

1B

Global User Reach

Unparalleled Global Reach



How recommendations look today

SINGAPORE > Courts & Crime

Education Housing Transport Health Manpower Environment

Mr Sui told the court that his client will be appealing against her conviction and sentence. She was offered bail of \$10,000.

TOPICS: SINGAPORE COURTS CRIME

MORE FROM THE STRAITS TIMES




Bidder ends deal on record \$10,028 monthly rental bid for Chomp Chomp hawker stall

Aug 29, 2018




Japan emperor's impending exit starts search for new era's name, resets imperial calendar

Aug 28, 2018



Mother of late Malaysian minister seeks a share of his S\$690m assets: Reports


Aug 29, 2018



France star minister Nicolas Hulot quits in major blow for President Emmanuel Macron

Aug 28, 2018

FROM AROUND THE WEB



Currency Trading basics: What You Need To Know

IG Singapore



10 Modest Yet Chic Wedding Dresses You'll Love

Hitched



Galaxy Note9: Cutting-edge Processor & more

SAMSUNG



Here's What Every Miu Miu Girl Should Have in Her Wardrobe

L'Officiel

Recommended by Outbrain

Publisher Opportunity

ORGANIC DISCOVERY

- ▶ Personalise every page
- ▶ Longer session times
- ▶ Traffic shaping
- ▶ Organic Campaigns

PROMOTED DISCOVERY

- ▶ New revenue stream
- ▶ Rev-Share on CPC
- ▶ Branded and publisher content
- ▶ Full editorial control

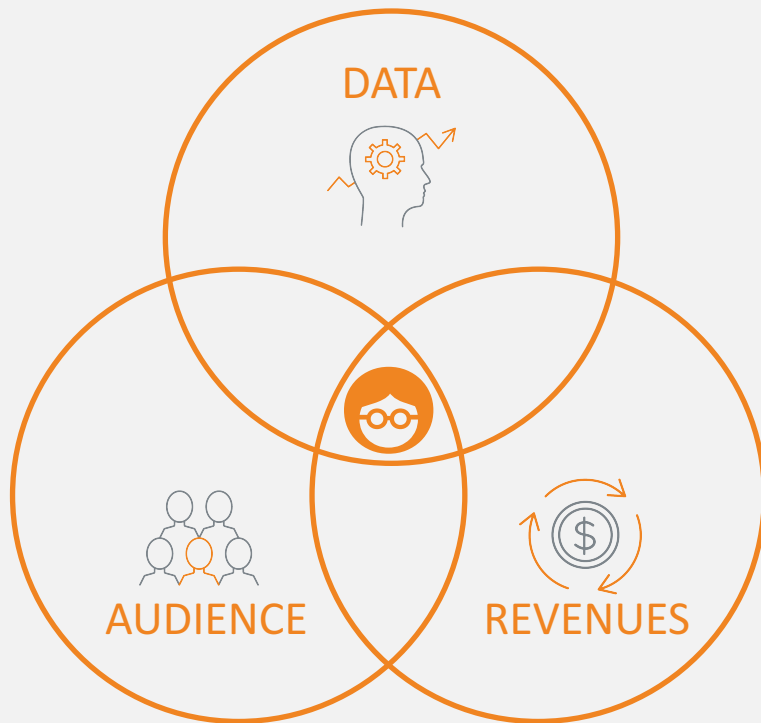
WORLD'S LEADING DISCOVERY PARTNER



Local service and support

How Does Outbrain Work?

Outbrain powers a personalised content feed for the user on every page, with the best native advertising revenue opportunities for publishers.



DATA:

We apply machine learning and highly advanced algorithms to learn, analyse and predict user's interests using behaviour patterns on your website and from around the web

AUDIENCE:

We create personal interest profiles and drive personalised feed experience for every user by bringing the right story or video to the right person

REVENUES:

We drive the highest quality native advertising revenues through personalised promoted links and content recommendations that appear directly in the content feed

Helping audience discover the content you need

Content Weighting

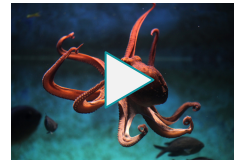
Control Panel

Type	Amplification
Video	
Tech	
News	
Design	
Business	
Gear	
Entertainment	
Sports	

• Increase High Value Content Impressions

You May Like

Recommended by 



Unknown 'Ghostly'
Octopod Discovered



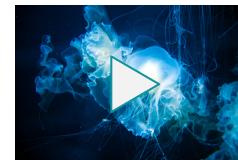
IBM Watson To Build
Tech With Sesame
Street



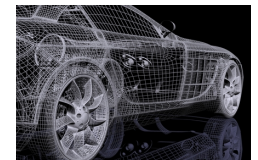
What Is The Cloud?



The Totally Righteous
Technology Of The
1980s

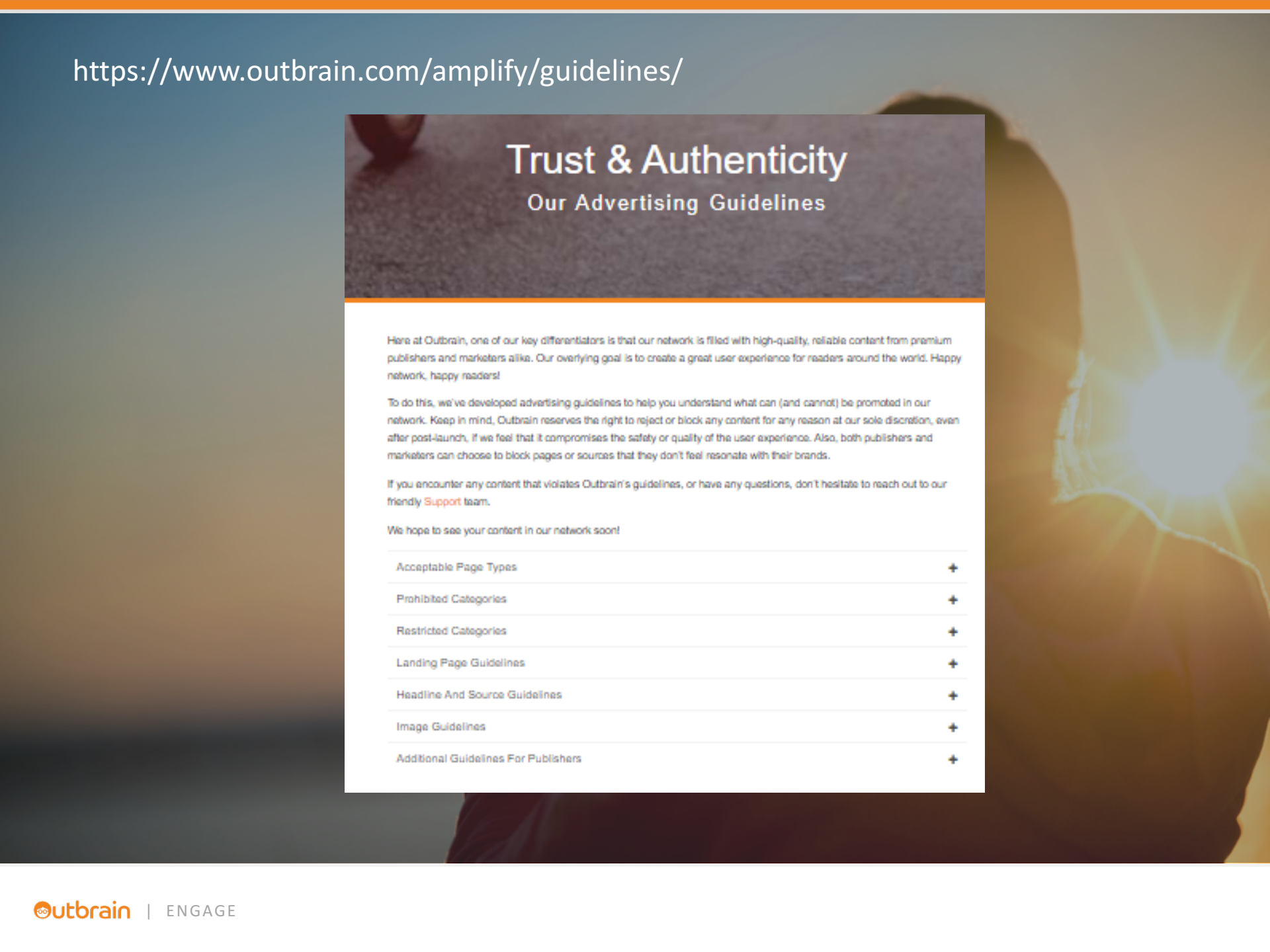


Researchers Capture
Video Of Unknown
Jellyfish



Greatest Hits From
GM's Top Designer

<https://www.outbrain.com/amplify/guidelines/>



Trust & Authenticity

Our Advertising Guidelines

Here at Outbrain, one of our key differentiators is that our network is filled with high-quality, reliable content from premium publishers and marketers alike. Our overlying goal is to create a great user experience for readers around the world. Happy network, happy readers!

To do this, we've developed advertising guidelines to help you understand what can (and cannot) be promoted in our network. Keep in mind, Outbrain reserves the right to reject or block any content for any reason at our sole discretion, even after post-launch, if we feel that it compromises the safety or quality of the user experience. Also, both publishers and marketers can choose to block pages or sources that they don't feel resonate with their brands.

If you encounter any content that violates Outbrain's guidelines, or have any questions, don't hesitate to reach out to our friendly [Support](#) team.

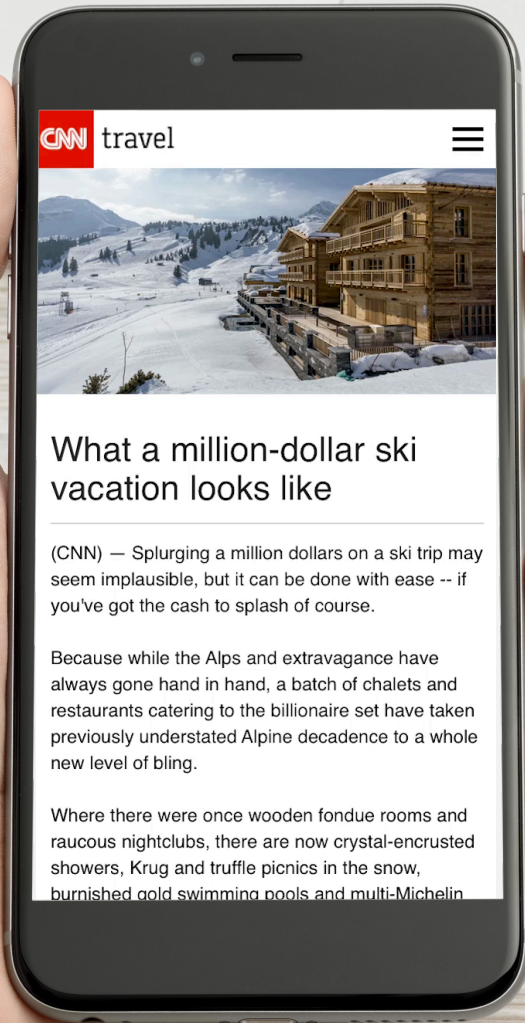
We hope to see your content in our network soon!

Acceptable Page Types	+
Prohibited Categories	+
Restricted Categories	+
Landing Page Guidelines	+
Headline And Source Guidelines	+
Image Guidelines	+
Additional Guidelines For Publishers	+

Quality and Fraud Control



Smartfeed... The next generation



That wonderful
moment you
discover
something you
never knew
existed



SmartFeed Cards Architecture provides the **flexibility** you need to create the **best user experience** for your audience

- Cards load instantly and seamlessly
- Full control of design to fit your style guide
- Vertical and horizontal navigation options
- designed for Mobile and Desktop experience

SmartCard Native Ads

Publisher Content



More evacuations in Hawaii as volcano turns air toxic

Sponsored: SkyNews.com.au

Branded Content



Freeze these leftover ingredients and save money

Sponsored: Woolworths

Native Offer



See How Much You Could Save on Your Electricity Bills

Sponsored: iSelect

Promoted Apps



Play this weeklong realtime strategy game and see why it is more intense than any other game.

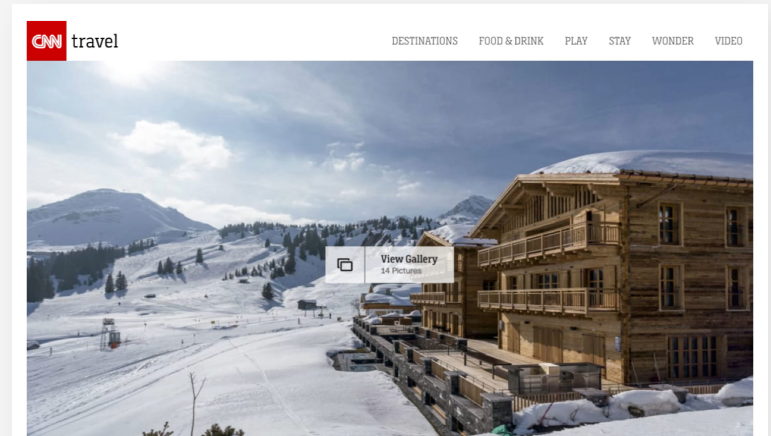
Sponsored: Call of War

A brand new world of
Native Advertising
revenue opportunities

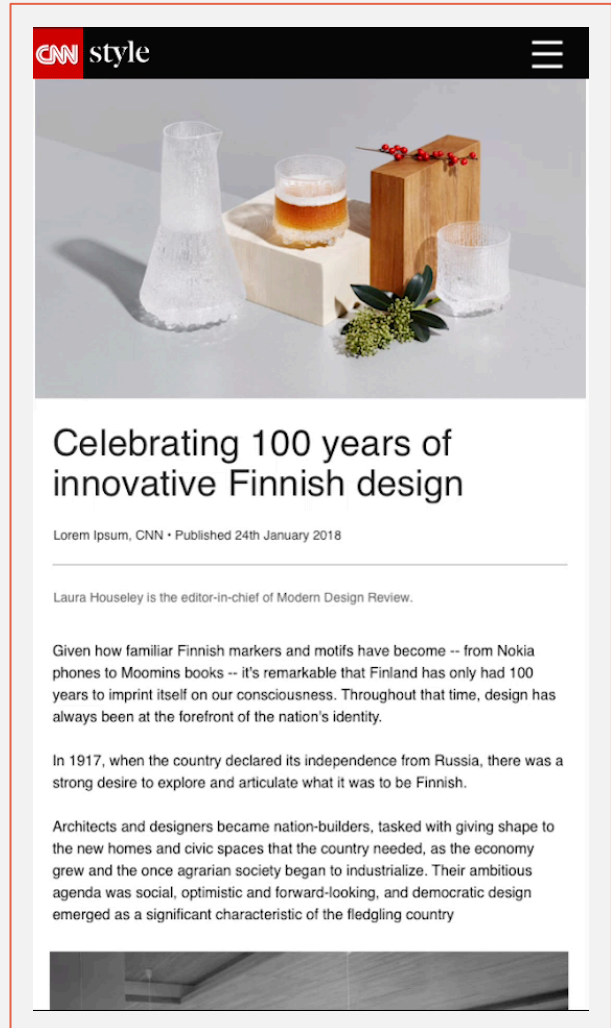
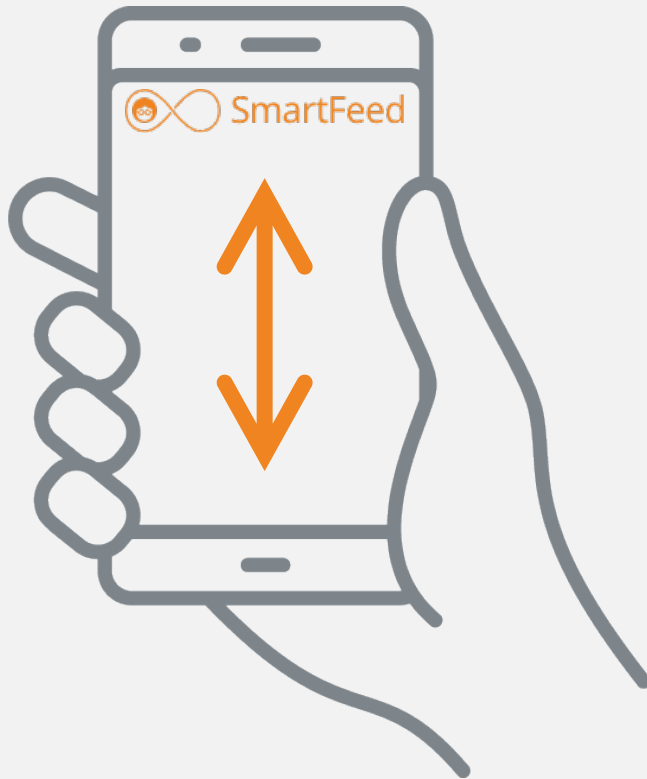
- Content Marketing
- Social Ads
- Native Ads
- App Downloads



Video: When You Click...



Video: As You Scroll...



Native Video Monetisation



SmartFeed drives **multiple Native Video opportunities** on every page

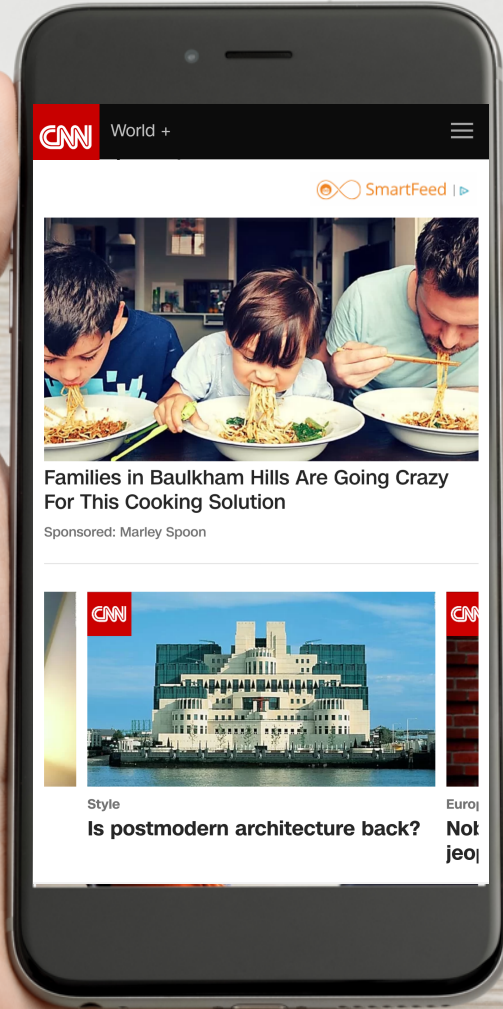


Audience Campaigns



Organic Campaigns are powerful editorial and audience tools let you **control** and drive audience to **high value areas** in your network

A Brand New Sales Opportunity

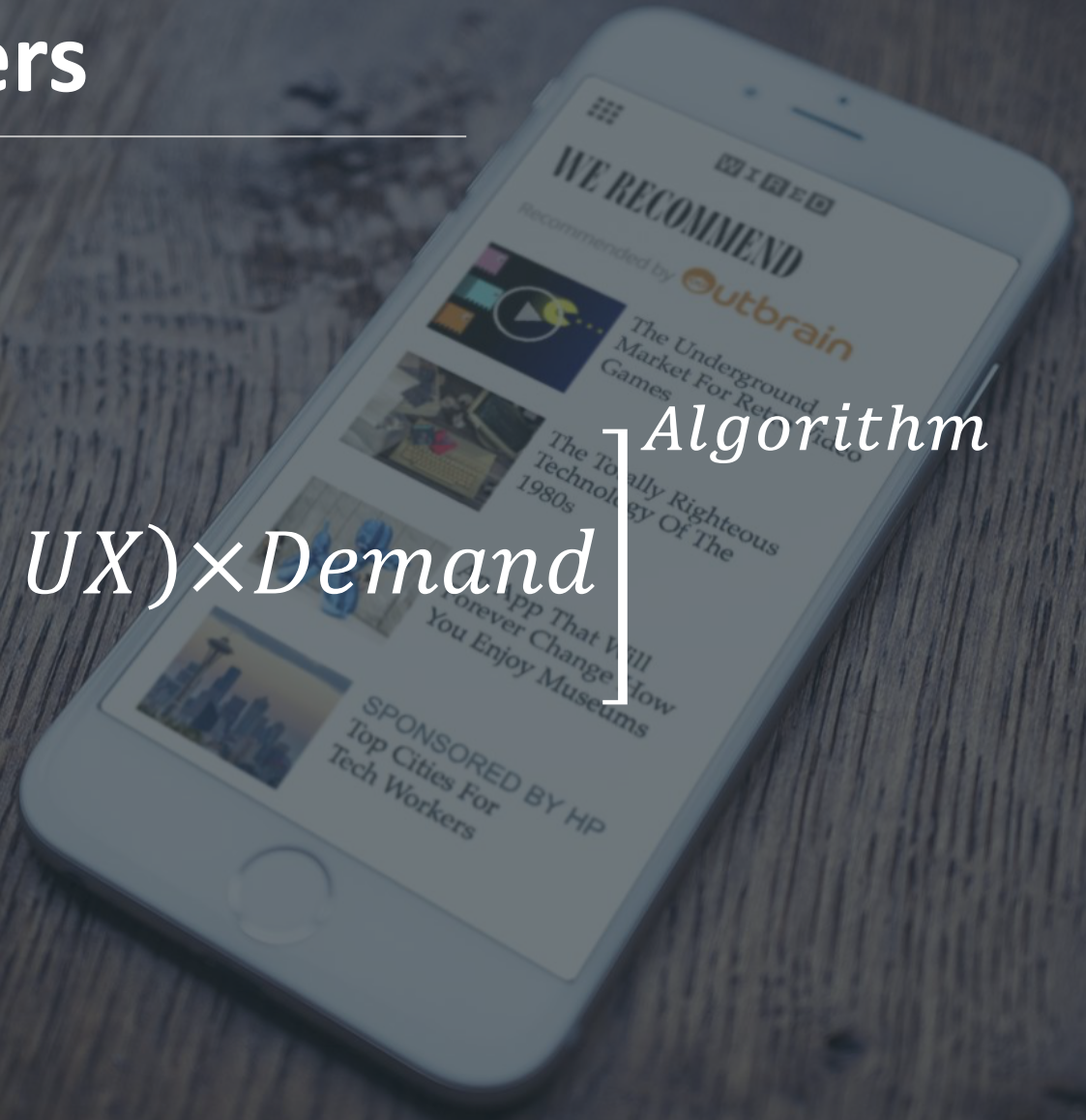


A turn key solution to **empower**
your sales team to sell Native
Discovery directly

- Help audience discover Native content you create for your brands
- A powerful platform to create new in-feed native ad formats
- A complete programmatic solution for selling native ads directly

Revenue Drivers

$$\left[\sum (Place + UX) \times Demand \right] \text{Algorithm}$$



Revenue Drivers

$$\left[\sum (Place + UX) \times Demand \right]$$

Algorithm

Publisher

Revenue Drivers

$$\left[\sum (Place + UX) \times Demand \right] \text{Algorithm}$$

Outbrain

Our vision

Partner with the best publishers to create a powerful eco-system

SCALE

Develop high quality promoted discovery demand

MARKETPLACE

Provide a powerful alternative to social and search for new digital budgets

COMPETE



Thank You