

How Clever Zebo Used Outbrain To Help Eligible Magazine Reach A New Audience At Scale

Eligible Magazine, a lifestyle resource for urban men and women who want the best from their dating life, their relationships, and themselves, teamed up with conversion optimization and growth consultancy Clever Zebo to accelerate the growth of its engaged community base.

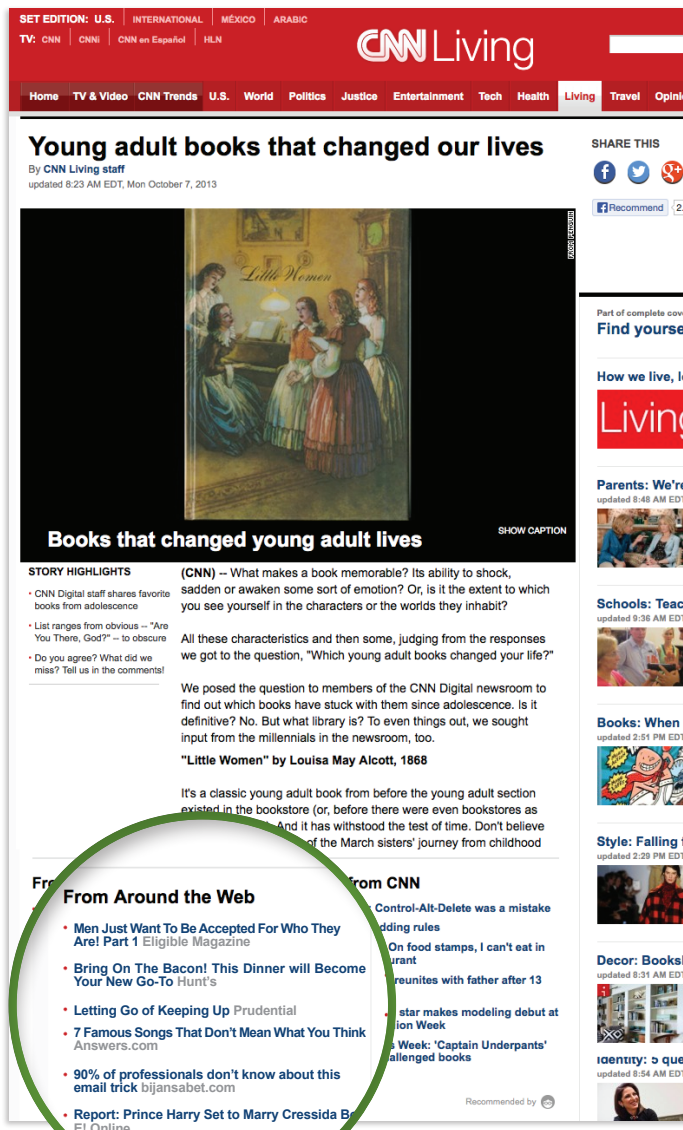
Looking to grow engaged readership and sign-ups through a scalable, cost-effective solution, Clever Zebo chose to partner with Outbrain to take advantage of their Amplify DIY platform.

Almost immediately after launching their Outbrain Amplify campaign, Eligible Magazine was able to see results. Not only was Outbrain driving high-quality traffic more cost-effectively than other channels including Google Organic, but these visitors were staying longer, reading more content, and bouncing less frequently.

Outbrain helped Eligible Magazine change their conversation from “Can we get more people to the site?” to “How do we grow as a lifestyle resource that gives our community something truly valuable?”

Results:

- **Outbrain drove traffic at a fraction of the cost of other digital marketing channels**
- **36% increase in time spent on site**
- **18% increase in number of pages opened per visit**
- **8% lower bounce rate**



“ We tested Outbrain because of its low cost and were deeply delighted to learn that the traffic it sent was way more engaged than just about every other traffic source we tested.

- JOSHUA KRAFCHIN, FOUNDER OF CLEVER ZEBO