



## Outbrain Collaborates With Fiverr, Creating World's First Native Advertising Service Marketplace for Outbrain

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New Service Marketplace connects brands with experienced copywriters, graphic designers, and digital marketers to help create and scale successful Native Advertising campaigns on the Outbrain platform

NEW YORK, DECEMBER 16, 2021 -- Outbrain (Nasdaq: OB), a leading recommendation platform for the open web, announces its collaboration with Fiverr, the company that is changing how the world works together, to create a new Native Advertising Service Marketplace.

The [new marketplace](#), hosted on the Fiverr platform, connects Outbrain advertisers with experienced digital marketing freelancers ready to help brands with everything from their creative design, copywriting, landing page optimization to campaign measurement services.

A screenshot of the Fiverr website's service marketplace for Outbrain. The top navigation bar includes the Fiverr logo, a search bar with "Find Services", and links for "Become a Seller", "Sign In", and "Join". Below the navigation bar, a horizontal menu lists various service categories: Graphics &amp; Design, Digital Marketing, Writing &amp; Translation, Video &amp; Animation, Music &amp; Audio, and a "Pro" category with a right-pointing arrow. The main content area features a large orange banner with the Outbrain logo, the text "Scale Your Outbrain Advertising", and a sub-headline "Promote, write, design, and analyze your campaigns with expert freelancers". To the right of the text is an image of a woman working on a laptop. Below the banner, a section titled "Create Your Headlines &amp; Ad Creatives" with a "See All &gt;" link displays four service cards. Each card shows a thumbnail image, the seller's name and level, a description of the service, a 5.0 star rating with the number of reviews, and a starting price. The services listed are: custom 3D NFTs (mahurdx, Level 2 Seller, \$134.50), automotive articles (farberwrites, \$186.81), targeted marketing copy (cat\_tfc, Level 2 Seller, \$89.67), and cinematic video ads (chirungb, \$37.36).

"The new marketplace is a great way for brand marketers to quickly find skilled professionals ready to create and scale winning Native Advertising campaigns on the Outbrain platform." Said Ayal Steiner, VP Advertising at Outbrain. "Native Advertising is different to Social or Search marketing and may require adapting landing page design, content and messaging. The new Service Marketplace simplifies the process for brands wanting to engage professional service providers to ensure their Outbrain campaigns scale and deliver the results they need."

"This is a great opportunity to support the Outbrain community and take their native advertising campaigns to the next level," said Dani Mansoor, Director of Affiliates & Partnerships at Fiverr. "As brands want to build awareness and reach new audiences, there is often a need for highly specialist support or to find someone who can bring an idea to life. There is a wealth of skilled talent available on Fiverr to fit any budget and to help boost creative thinking, adapt and scale a brand's presence and maximize its creativity and performance across premium publishers on the open web."

### About Outbrain

Outbrain (Nasdaq: OB) is a leading recommendation platform for the open web. Our technology enables 10 billion daily recommendations to consumers across more than 7,000 online properties and connects advertisers to these audiences to grow their business. Founded in 2006, Outbrain is headquartered in New York with offices in 18 cities worldwide.