



Outbrain Releases Engagement Bid Strategy: an AI Based Campaign Optimization Tool Built for a Cookieless World

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Engagement Bid strategy (EBS) is a new AI based performance optimization solution from Outbrain that does not use website cookies or tracking codes.

NEW YORK, Feb. 16, 2022 (GLOBE NEWSWIRE) -- [Outbrain Inc.](#) (Nasdaq: OB), announces the release of Engagement Bid Strategy (EBS), a new automatic performance optimization solution which does not require the use of 3rd party cookies or website tracking codes and can be optimized to a wider range of campaign goals.

The new solution automatically optimizes ad creative serving and adjusts cost-per-click bidding by analyzing data from the advertiser website analytics system.

"We keep innovating for marketers ahead of the curve," said Yaron Galai, Founder and Co-CEO of Outbrain. "EBS is specifically designed to help marketers drive campaign performance in a cookieless world."

"We analyze campaign performance and audience behavior data directly from the advertiser analytics system and automatically optimize the campaign for you," said Lior Charka, Vice President, Product at Outbrain. "As brands are fighting for customer attention, we expect that the addition of attention metrics within our platform will help marketers optimize their campaigns towards user intent in a cookieless manner while driving long term outcomes."

EBS does not require any campaign tracking code (sometimes referred to as a 'performance pixel') to be installed on the advertiser website making campaign set up and performance much simpler and faster.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions. We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: overall advertising demand and traffic generated by our media partners; factors that affect advertising spending, such as economic downturns and unexpected events; any failure of our recommendation engine to accurately predict user engagement, any deterioration in the quality of our recommendations or failure to present interesting content to users or other factors which may cause us to experience a decline in user engagement or loss of media partners; limits on our ability to collect, use and disclose data to deliver advertisements; the effects of the ongoing and evolving COVID-19 pandemic, including the resulting global economic uncertainty, and measures taken in response to the pandemic; our ability to continue to innovate, and adoption by our advertisers and media partners of our expanding solutions; our ability to meet demands on our infrastructure and resources due to future growth or otherwise; our ability to extend our reach into evolving digital media platforms; our ability to maintain and scale our technology platform; our ability to grow our business and manage growth effectively; the success of our sales and marketing investments, which may require significant investments and may involve long sales cycles; the risk that our research and development efforts may not meet the demands of a rapidly evolving technology market; the loss of one or more of our large media partners, and our ability to expand our advertiser and media partner relationships; our ability to compete effectively against current and future competitors; failures or loss of the hardware, software and infrastructure on which we rely, or security breaches; our ability to maintain our profitability despite quarterly fluctuations in our results, whether due to seasonality, large cyclical events, or other causes; political and regulatory risks in the various markets in which we operate; the challenges of compliance with differing and changing regulatory requirements; and the risks described in the section entitled "Risk Factors" and elsewhere in the Quarterly Report on Form 10-Q filed for the quarter ended September 30, 2021 and in subsequent reports filed with the SEC. Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/b21bcfde-484e-414f->

Outbrain Engagement Bid Strategy



Outbrain's New Engagement Bid Strategy

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