



Outbrain Launches “Onyx” – a New Branding Platform Built to Maximize Attention

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Onyx leverages the company’s AI prediction technology across dedicated environments for high-impact display and video advertising

NEW YORK, June 14, 2023 (GLOBE NEWSWIRE) -- [Outbrain Inc.](#) (NASDAQ: OB) today announced Onyx by Outbrain™, a new branding platform designed to maximize business impact of awareness and consideration campaigns. Onyx runs exclusively within dedicated, in-article environments across Outbrain’s premium publisher partners.

Onyx is designed to meet brand objectives and deliver value beyond traditional ‘ad views’ by leveraging Outbrain’s +15 years of technology built to predict user engagement through AI. Onyx features custom large ad formats designed to drive high attention from contextual Pre-Roll Video and High-Impact Display experiences. Initial launch partners include Ford via Xaxis among other brands across the automotive, tech, retail, health, and CPG categories.

Launched in partnership with Adelaide, a leader in the rapidly growing field of attention-based media quality measurement, Onyx aims to increase campaign effectiveness and ROAS (Return on Ad Spend) for enterprise brands and agencies.

“Onyx is part of our long-term strategy to become a full-funnel marketing partner, significantly growing our business with enterprise brands and agencies,” said David Kostman, Co-CEO, Outbrain. “Onyx delivers a unique opportunity for advertisers to win real attention and drive business impact while benefiting our publisher partners with incremental revenue vital to sustain free and independent journalism.”

According to Adelaide, initial findings showed that Onyx units outperformed their benchmarks for display and rich media formats across all device types by 26%. Onyx units also scored 53% higher than standard mobile banners and exceeded mobile rich media formats by 20.1%. Assessment of Adelaide’s attention metric (AU) at the domain level revealed that top-performing Onyx placements surpassed format averages by more than 15%, highlighting a significant opportunity for AU-based optimization across sites and placements.

“We are pleased to partner with Outbrain and empower marketers to run advertising more effectively by focusing on attention metrics,” said Marc Guldemann, Founder & CEO, Adelaide. “Onyx’s combination of high attention placements and engaging ad formats is a promising recipe for marketers seeking to maximize brand impact of display and video campaigns with AU on premium publishers across the open web.”

Onyx is now available for enterprise brands and agencies in the US, UK, Germany, France, and Italy and will be launched in other markets later this year.

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,” “designed to,” “guidance,” “outlook,” “target,” “projects,” “contemplates,” “believes,” “estimates,” “predicts,” “foresee,” “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 demand and spending, such as the continuation or worsening of unfavorable economic or business conditions or downturns, instability or volatility in financial markets, and other events or factors outside of our control, such as U.S. and global recession concerns, geopolitical concerns, including the ongoing conflict between Russia and Ukraine, supply chain issues, inflationary pressures, labor market volatility, and the pace of recovery or any resurgences of the COVID-19 pandemic and the risks described in the section entitled “Risk Factors” and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2022 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 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 7,000 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](#)

Media Contact

press@outbrain.com