

Huggies Engages The Most Relevant Audience Using Outbrain



Huggies, a leading baby care brand by Kimberly-Clark, has a rich website with content on a wide variety of topics related to pregnancy, birth and early days of parenthood.

The site provides parents with valuable content on important issues related to their babies, delivering value to the consumers while strengthening perceptions of the Huggies brand.

To help its target audience find more of this content, Huggies uses Outbrain's content discovery platform, which powers content recommendations across a global network of premium publishers. By recommending Huggies content alongside editorial, and defining it as a content that might interest the reader, large and relevant audiences are exposed to interesting information on Huggies site.

Since Outbrain refers traffic from high-quality content sources and an audience who is highly engaged with this content, Huggies

enjoyed the benefits of high click-through rates and a high level of engagement with its content.

The Results

Traffic – Significant increase in traffic to Huggies site, with 20 times more visits compared to Search

Brand Awareness – New audiences are exposed to Huggies content through Outbrain, 15% more than through Search

Engagement – High brand engagement, with 10% more pages per visit, 22% more time spent on site, and 15% less bounce rate compared to Search

Price-Efficiency – Highly effective content amplification in relation to price-traffic ratio

“Marketing in a digital world means meeting your consumers where it is most natural for them while providing real value, as opposed to pushing a one-sided marketing message. During pregnancy and birth stages our consumers are eager for information, and Huggies, as a leading baby care brand in Israel, is committed to providing them value through high-quality and relevant content. Following the successful cooperation of Huggies and Outbrain it is only natural that we expand our collaboration to other categories in the company.

- TAL SCHMIDT, DIGITAL MARKETING MANAGER, HOGLA-KIMBERLY

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Tnuva cuts cottage cheese price

The company announced that it was passing on the fall in the price of raw milk to consumers.

Tnuva is passing on to consumers the reduction in the target price of milk. The company announced this morning that it was lowering the price of its cottage cheese, the symbol of the social protest movement of 2011, by 4.2%, and that the price of cream cheese would be cut by 2.5%.

The price of a liter of raw milk (the target price) has been reduced from today by NIS 0.973 to NIS 2.1971. Following the reduction, Tnuva has decided to pass it on to the consumer, focusing on two products: cottage cheese and cream cheese.

From tomorrow, the recommended retail price of cottage cheese will be NIS 5.95, down from NIS 6.21, while the recommended retail price of cream cheese will be NIS 6.5, compared with a current price of NIS 6.67.

Tnuva group CEO Ark Shor said today, "We undertook to be attentive to the consumer and to behave with sensitivity on basic products, and so we made the decision to cut our prices to retailers and to recommend a reduction in the consumer prices of cottage cheese and cream cheese, which are basic products found in every Israeli household."

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