

# CBS Interactive Increases Reader Engagement with Taboola Feed



## Products Used

■ Taboola Feed

■ Newsroom



*"We needed an effective way to monetize our organic content across all platforms. With Taboola Feed's personalized recommendation engine, engaging design, and ability to keep people on-site longer, both our organic CTR and revenue are increasing—especially on mobile devices, which is particularly exciting for us."*

Julie Boswell, Director, Partnerships at CBS Interactive

## CBS Interactive, Network Wide

CBS Interactive media outlets leverage several Taboola products, including Taboola Feed and Taboola Newsroom.

31%

Increase in Organic  
click-through-rate  
(CTR)



## Introduction

**CBS Interactive**, a division of CBS Corporation, is the world's largest publisher of premium digital content and a perennial top 10 Internet company. **CBS Interactive**'s brands span popular categories like technology, entertainment, sports, news and gaming.

Properties include the websites, apps and streaming services of the CBS Television Network such as the CBS All Access subscription service, the 24/7 digital news network CBSN, and CBS Sports' digital brands as well as digital-first properties in key content verticals, including CNET, TVGuide.com, GameSpot, Last.fm, Metacritic and Chowhound. **CBS Interactive**'s brands reach approximately 300 million unique visitors each month.

## CBS Interactive Improves Engagement in Just One Quarter

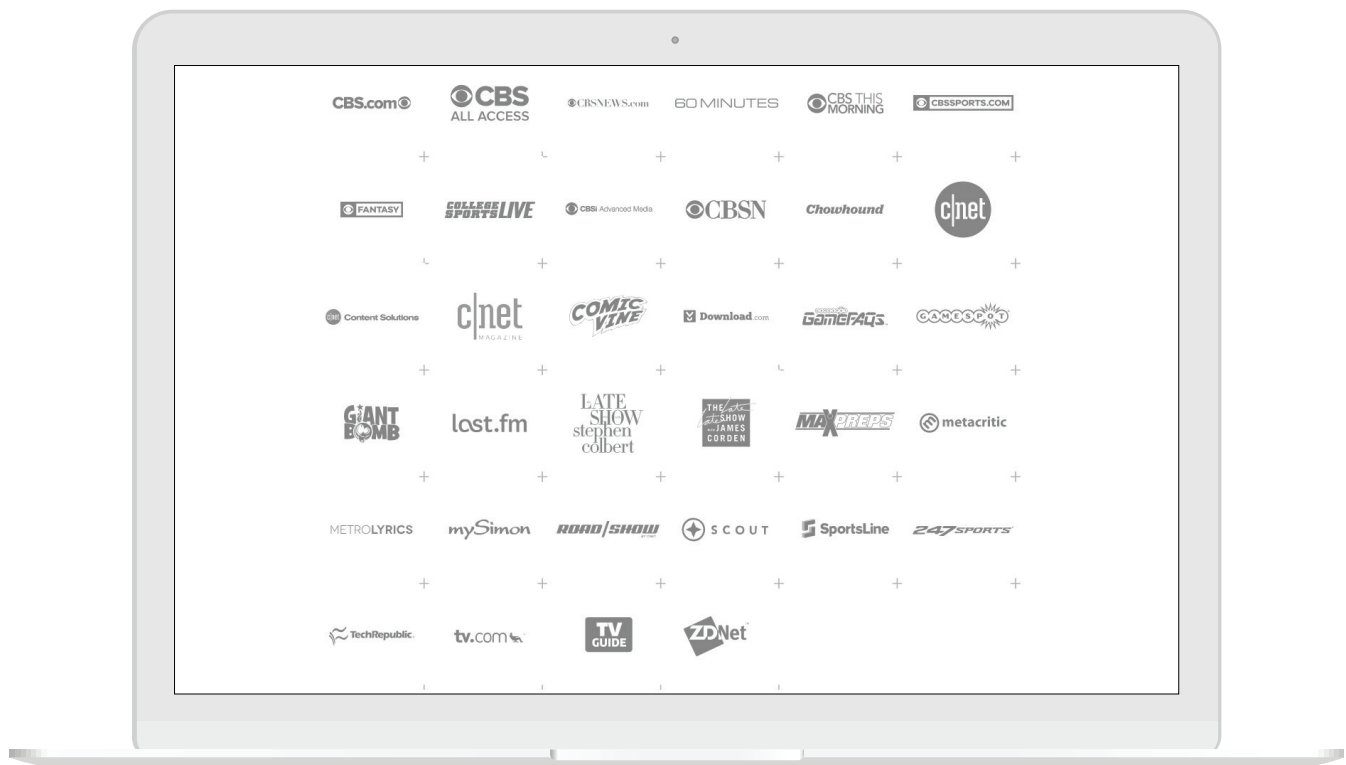
**CBS Interactive** has been working with **Taboola** for over two years. They've implemented discovery technology on CBSNews.com, CBSSports.com, CBS.com, Chowhound, MaxPreps and Download.com.

When it comes to monetization, **CBS Interactive** values partnerships that provide a good user experience and drive engagement. Before working with **Taboola**, their main goal was to continue to keep users engaged with organic content on site.

The implementation of **Taboola** products like **Taboola Feed** and **Taboola Newsroom** drove positive results—a 31% increase in organic CTR, referring to the click through rate on **CBS Interactive** editorial content.

**Taboola Feed** recommends users the most relevant news stories for them, in an engaging environment much like social feeds. Users enjoy the familiar scrolling experience—they engage with an endless feed that contains sponsored content, organic content and sponsored video, as well as multiple third party cards, which provides personalized opportunities for them to engage with Feed on **CBS Interactive** sites.

**Taboola Newsroom** empowers editorial teams with actionable data about the performance of story headlines, thumbnails and story placements in real-time. The platform also provides editors with unique insights on trending topics from **Taboola's** Network.



## CBS News

Taboola Feed Drives Unprecedented Uplift in User Engagement

60%

Increase in Desktop Organic CTR

15%

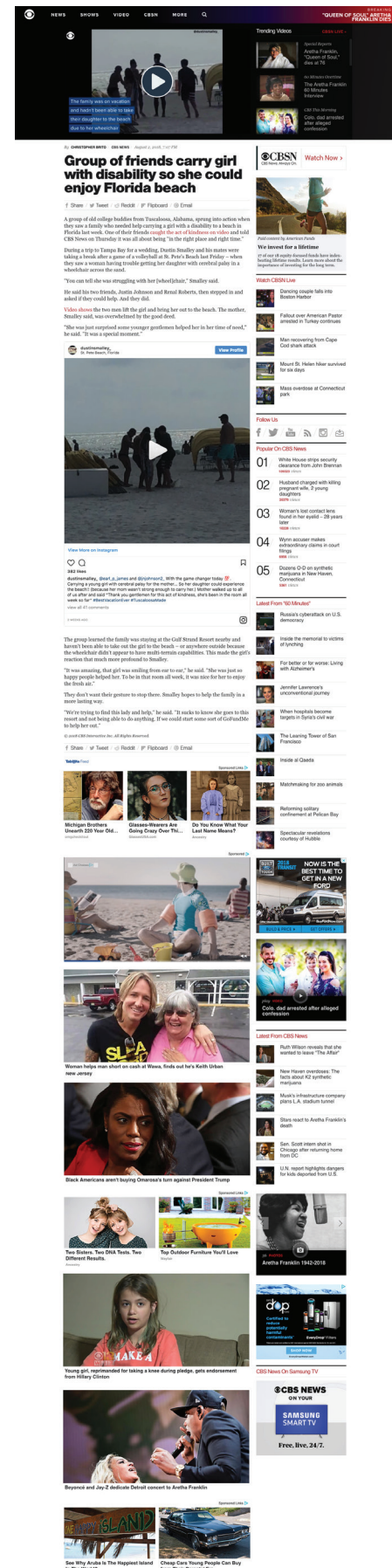
Increase in Mobile Organic CTR

## CBS News Sees a 49% Increase in Organic CTR with Taboola Feed Overall

**CBSNews.com** is dedicated to providing the highest quality journalism across all digital screens.

For **CBSNews.com**, user experience is a primary focus. **Taboola** Feed helped them to increase session depth, or the number of page views that each unique visitor consumes. With personalized content recommendations from Taboola Feed and increase session depth, **CBS News Digital** was able to drastically increase engagement and organic CTR.

Just over the course of one quarter, **Taboola** Feed has given a **49% increase in organic CTR** overall.



## CBS Sports

Taboola Feed Drives Unprecedented Uplift in User Engagement

5%\*

Desktop Organic CTR

\*Taboola Widget Benchmark is 1 to 3%

8%\*

Mobile Organic CTR

\*Taboola Widget Benchmark is 1 to 3%

## CBS Sports Increases Organic CTR by 8% on Mobile Devices

**CBSSports.com** covers the full spectrum of sports, from preps to pros, and provides premium content across all digital screens. With a focus on serving fans live coverage every day, **CBSSports.com** offers exclusive access to the biggest sports events, live and on-demand video, in-depth analysis, breaking news, scores and statistics, and a wide range of fantasy games and advice.

**CBSSports.com** is seeing a bigger shift to mobile devices, and mobile users are more difficult to engage and monetize. After implementation of Taboola Feed, **CBSSports.com increased organic CTR of 8% on mobile devices.**

**CBS Interactive** values the account management team at **Taboola**, who they feel provide effective and fast recommendations for monetization success.

