NEWS

freenet.de Prioritizes User Experience and Implements Taboola Feed to Increase Engagement

freenet.de

"Our user engagement always comes first. With Taboola as a partner, we're able to continue innovating and optimizing for a better user experience—and we're seeing real results when it comes to an increase in engagement with our organic traffic, as well as an uplift in revenue."
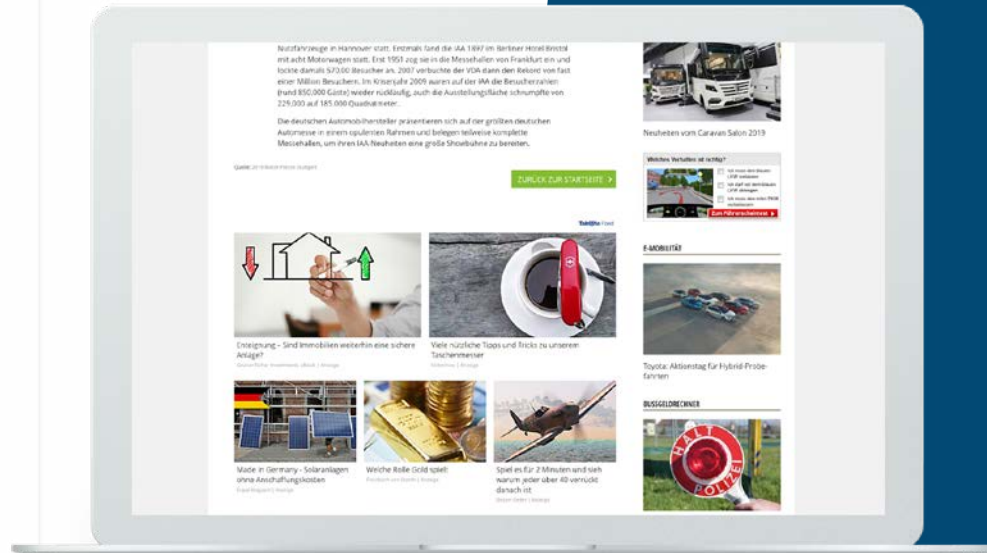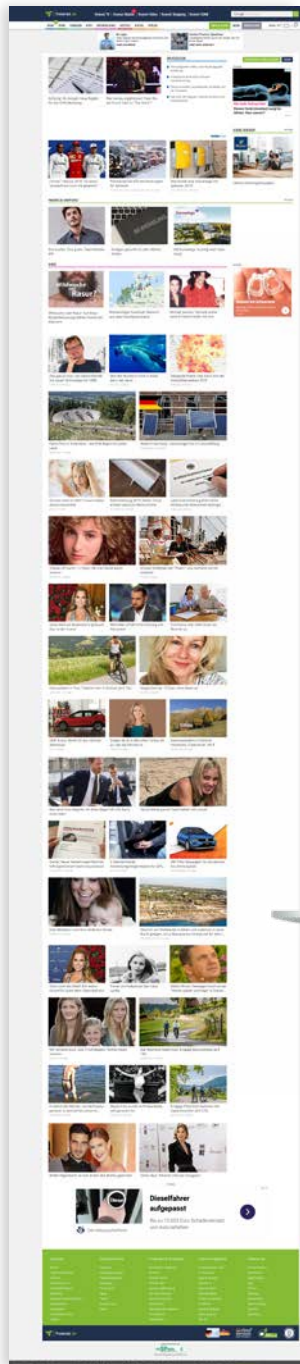
- Frank Bohnet, Digital Advertising Manager, freenet.de GmbH

150%
Increase in Site-Wide Organic CTR across all Taboola Placements in One Year

120%
Increase in Site-Wide Revenue across all Taboola Placements in One Year

COMPANY

As a general interest portal, **freenet.de** reaches millions of users on the German-speaking Internet with innovative technologies, attractive content and user-friendly services.

CHALLENGE

Deliver an optimized user experience in order to drive engagement with organic content, as well as increase revenue.

SOLUTION

Extend **Taboola** Feed on article pages and implement Taboola Feed on email logout screen.

RESULTS

With **Taboola**, **freenet.de** saw a **150% increase in organic CTR** and a **120% increase in revenue site-wide** in just one year.

freenet.de Engages Users on Article and Email Logout Pages with **Taboola** Feed

INTRODUCTION

As a digital lifestyle provider, the freenet Group offers its approximately 13 million customers Telecommunications, Internet, Energy and TV as well as all services, applications and devices that are connected or controllable with mobile devices.

freenet.de is a general interest portal that offers free email address and cloud services. The site reaches millions of users on the German-speaking Internet with innovative technologies, attractive content and user-friendly services.

TABOOLA FEED DRIVES ENGAGEMENT WITH ORGANIC CONTENT ON FREENET.DE'S ARTICLE PAGES

Article Page

10%
Increase in Revenue*

86%
Increase in organic CTR*

In order to accommodate the content consumption needs of their site visitors, **freenet.de** staffs an editorial team to curate content and produce organic articles from a variety of verticals including news, entertainment, automotive, finance, travel and more.

freenet.de implemented **Taboola** Feed to help drive engagement with this organic content, as well as sponsored content, on their article pages.

Always keeping user engagement in mind, **freenet.de** expanded the length of their **Taboola** feed after seeing an increase in CTR on pages with additional cards.

Taboola CaseStudy

FREENET.DE RE-ENGAGES SITE VISITORS ON EMAIL LOGOUT SCREEN WITH TABOOLA FEED

✉

**Email
Logout Page**

100%
Increase in
Revenue*

76%
Increase in
organic CTR*

To ensure that they're offering site visitors relevant content and services at every stage of their user journey, **freenet.de** also implemented **Taboola** Feed on their email logout screen.

This provides **freenet.de** an additional opportunity to engage visitors at a specific moment in time in which they're looking to keep users on site for longer.

freenet.de's first priority was to drive engagement with their organic content, while also seeing an increase in site revenue. In fact, they implemented **Taboola** Feed in order to be able to serve more organic and sponsored content to their site visitors.

With **Taboola**, **freenet.de** saw a **150% increase in organic CTR** and a **120% increase in revenue site-wide** in just one year.

As the partnership between **Taboola** and **freenet.de** grows, continuous optimization and innovation continues to be at the forefront of **freenet.de**'s priorities, while always thinking of the user's engagement first.

*across all Taboola placements in one year