

The Hindu Sees 34% Increase in Revenue and 55% in Click Through Rate With Taboola Feed

“Our partnership with Taboola has been great, and we’re impressed with the value they have been able to add in terms of user engagement, product experience and revenue. We appreciate the team at Taboola for being so agile & proactive in nurturing this relationship & helping us reach our goals.”

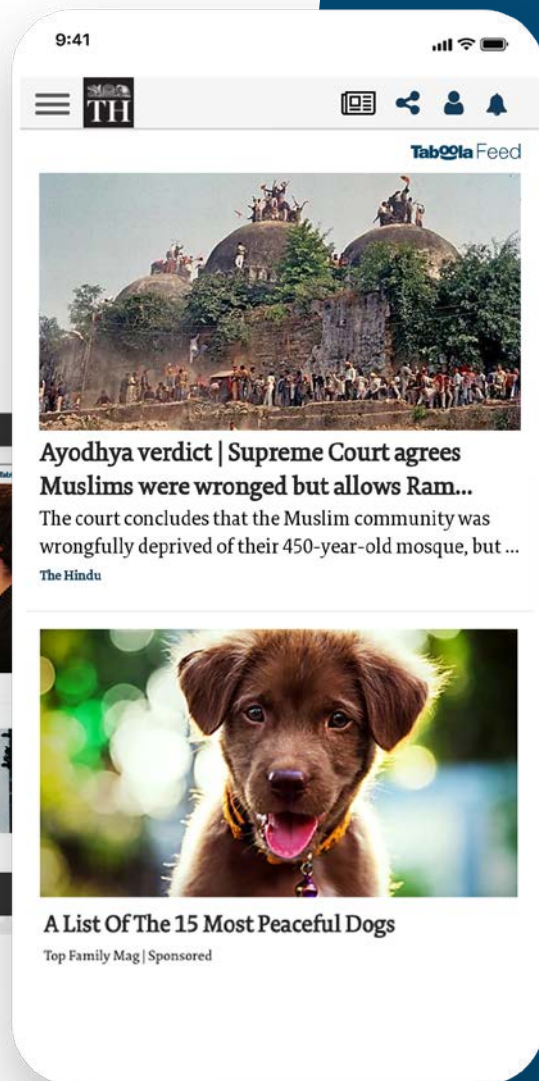
– Pradeep Gairola, VP & Business Head - Digital, The Hindu

34%

Increase in Year over Year (YoY) Revenue

55%

Increase in Organic Click Through Rate (CTR)



COMPANY

The Hindu is an Indian newspaper with readership both in India and abroad, known for its independent editorial stand and reliable presentation of the news.

CHALLENGE

Find a monetization solution that's highly engaging for site visitors with high quality ads, seamless integration, and top-notch, local account management.

SOLUTION

Use **Taboola Feed** to generate premium demand and revenue backed by a knowledgeable team.

RESULTS

With **Taboola**, **The Hindu** saw a 34% increase in revenue YoY and a 55% increase in Click Through Rate (CTR).

The Hindu Sees 34% Uplift in Revenue YoY with Taboola Feed

INTRODUCTION

The Hindu is an Indian newspaper delivering reliable news in India and beyond. With a digital readership of 30 million and a print readership of 7.5 million, **The Hindu** is one of India's most popular newspapers.

With **Taboola**, **The Hindu** has felt an increase in quality of demand and revenue, and also with ad content, analytics, and account management.

The Hindu enjoys how the native design of the **Taboola Feed** integrates seamlessly into their content, never detracting from the experience of the reader.



WITH TABOOOLA FEED AND TABOOOLA NEWSROOM, THE HINDU CAN MONETIZE AND INCREASE USER EXPERIENCE SIMULTANEOUSLY

One aspect that **The Hindu** attributes their continued partnership with **Taboola** to is the **Taboola Feed**'s seamless integration.

With previous partners, **The Hindu** felt that striking a balance between revenue and experience was difficult. With the native nature of the **Taboola Feed**, however, **The Hindu** could confidently marry their desired user experience (UX) with the ability to increase revenue and engagement with organic content..

This same principle carries over into advertisement quality. With previous partners, **The Hindu** ran into issues with the content of the placed advertisements. With **Taboola**, **The Hindu** has found a quality control that they trust and can rely on to feel on-brand and native.

In addition to the **Taboola Feed**, **The Hindu** uses **Taboola Newsroom** to provide their editorial team with the resources to increase reader engagement and user experience. Powered by **Taboola**'s predictive engine and massive data set of over 1B internet users, **Taboola Newsroom** helps writers, editors and special-interest teams make informed decisions to increase readership.

THE HINDU USES TABOOOLA'S AMP INTEGRATION AND SDK TO ENGAGE AND MONETIZE MOBILE USERS

Another important benefit of **Taboola** for **The Hindu** is the ability to seamlessly showcase video. The elegant in-feed video placements are an additional revenue driver for **The Hindu**.

In addition to their website, **The Hindu** launched **Taboola Feed** on AMP pages, and use **Taboola's SDK** to ensure that they render the most optimal user interface for performance. **Taboola's Mobile SDK** seamlessly integrates into native applications to drive higher revenue and engagement.

THE HINDU AND TABOOOLA'S PARTNERSHIP IS DEEPER THAN MONETIZATION

With previous monetization partners, **The Hindu** ran into regular issues with account management. Support and optimizations were provided sub-optimally, and often not in a timely fashion.

With **Taboola**, **The Hindu** has found an account management team that fits their needs.

"We cherish our partnership with Taboola. Adding new features for our website visitors is key to retaining them, and Taboola has helped us achieve this. Their constant tracking of performance and quick action to optimize when needed is really appreciated."

- Suhaib Husain, Head of Programmatic Business & Ad Operations, The Hindu

The Hindu also cites dedicated performance tracking and swift action to optimize when needed as a pivotal part of the trust they've built with **Taboola**.

In the future, **The Hindu** plans to concentrate on further optimizing their app experiences with Taboola feed, and enable Taboola's supply-side platform (SSP) to fill ad inventory.