

Europa Press Sees a 78% Uplift in Revenue with Taboola Feed



europa press

"We needed an effective way to increase online revenue while also increasing pages visited per user. Taboola Feed was able to provide both—it works perfectly, allowing us to focus on content. Everything else, we can leave to Taboola Feed."

- Manuel Pardo, Digital Development Director at Europa Press



COMPANY

Europa Press is the largest independent news agency in Spain, covering news and current events in Spain and the world.



CHALLENGE

Drastically increase revenue and organic CTR, while providing an an environment for an international audience for their online news portal that their audience loves.



SOLUTION

Implement **Taboola** Feed to increase revenue per thousand page views (RPM), and to fill their site real estate with content tailored for their users.



RESULTS

With **Taboola** Feed, **Europa Press** achieved a 78% uplift in revenue and a 46% increase in organic CTR.

78%

Revenue Uplift

46%

Increase in Organic Click-Through-Rate (CTR)



Introduction

Europa Press is the largest private news agency in Spain, covering news and current events in Spain and the world since its launch in Madrid in 1957.

Their mission is to effectively distribute news to other news publishers. The **Europa Press** site contains a suite of **Europa Press** products for publishers, as well as news articles.



Europa Press Drastically Increases Revenue and Engagement on Article Pages with Taboola Feed

The image illustrates the integration of Taboola's feed into the Europa Press website. The laptop screen shows the Europa Press homepage with a Taboola feed overlay. A circular callout highlights the 'europa press' logo. Below the laptop, a detailed view of the article 'Ayuntamiento de Alcalá de Guadaíra (Sevilla) se compromete con las personas con Trastornos del Espectro del Autismo' is shown, including a photo of a panel discussion and a list of related news items.

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Ayuntamiento de Alcalá de Guadaíra (Sevilla) se compromete con las personas con Trastornos del Espectro del Autismo

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ALCALÁ DE GUADAÍRA (SEVILLA). 11 Abr. (EUROPA PRESS) -

La alcaldesa de **Alcalá de Guadaíra** (Sevilla), Ana Isabel Jiménez, ha mostrado el compromiso municipal con las entidades que trabajan con personas con trastornos del espectro del autismo (TEA) y ha destacado "la necesidad de visibilizar esta realidad, no desde estadísticas ni protocolos, sino desde el punto de vista de las personas, para que construyamos una sociedad en la que todos sus integrantes gocen de sus derechos con dignidad, respeto y oportunidades".

Así lo ha manifestado en la apertura de la Jornada Provincial Técnica Trastornos del Espectro del Autismo, de la ONG Autismo Sevilla celebrada este martes en el teatro Gutiérrez de Alba, que también ha contado el acto inaugural con la presencia de la vicepresidenta de la entidad, Mari Ángeles Maisanaba, y el director de la misma, Marcos Zamora.

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- Virgen del Rocío culmina la primera fase del 'Plan de las pequeñas cosas' para mejorar la actividad médica
- El metro de Sevilla, de nuevo escenario suburbano del Festival de Artes Escénicas (FeST), con una pieza en Puerta Jerez

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Europa Press Sees Significant Improvement for all KPIs After Implementing Taboola Feed

In a web where publishers are always looking for new ways to monetize their content, **Europa Press** was looking to increase engagement and revenue in their online news portal.

The **Europa Press** team had previously tried a mix of other monetization channels, but weren't satisfied with their results—they needed to increase the number of pageviews per visitor, as well as the revenue per pageview, without user experience deteriorating.

They also needed an effective way to fill the real estate on their article pages with content. **Taboola** Feed was able to fulfill all of their needs, providing a significant improvement over past partners. **Taboola** Feed recommends users the best news 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 personalised opportunities for them to engage with Feed on **Europa Press**.

For **Europa Press**, **Taboola** was a very effective solution to increase digital revenue and engagement, allowing the newsroom to remain entirely focused on providing the best possible content to **Europa Press'** publisher partners.

Taboola was a cost effective solution to increasing revenue from that margin, and supporting its overall impact.

The infinite nature of the Feed experience brought significant value to Europa Press' users. The deeper a user goes into Europa Press' Feed, and the longer time they spend on the Feed, the higher the RPM and Organic CTR. **RPM is 2x-3x higher after card 20, whilst organic CTR is 40% higher.**



Europa Press is Looking to Expand Their Partnership with Taboola in the Wake of Taboola Feed Success

Taboola Feed is currently on most of the **Europa Press** article pages, with plans to expand to the homepage in the future.

The growth of this partnership can be attributed to **Taboola** Feed's success—which brought an 78% in revenue uplift, and a 46% increase in organic CTR.

To date, **Europa Press** has been impressed with the account management services at **Taboola**, and are always looking to test new **Taboola** products.