

Kapook.com Increases Revenue by 200% with Taboola Feed in Just Two Months



"It's our goal to provide highly viewable, brand safe environments for our advertisers. In the past, we weren't able to find a monetization solution that allowed us to do so while hitting our goals. Taboola Feed allowed us to do both, and also provided a local support team which fostered a strong partnership—we're now working to grow the business together."



- Choak Visavayodhin, Assistant Managing Director, Bundit Center Co.,Ltd.



COMPANY

Kapook.com is one of Thailand's top premium publishers, established in 2001. They engage 30 million users per month with high-quality articles and videos.



CHALLENGE

Find a quality, brand-safe monetization partner that provided local support to drive an increase in revenue and engagement.



SOLUTION

Implement **Taboola Feed**, an environment which mirrors that of social media sites, to allow visitors to interact with both sponsored and organic content in the same space.



RESULTS

With **Taboola**, **Kapook.com** increased RPM by 200% in just two months.

200%

Increase in Revenue Per Mille (RPM)

Introduction

Kapook.com is Thailand's top premium publisher established in 2001. They engage 30 million users per month with high-quality articles and videos.

The publication serves up to date trending news and lifestyle content for both men and women. When it comes to advertising partnerships, their goal is to become industry leaders in viewability in brand-safe environments.

The screenshot displays the Kapook.com website interface, featuring a green header with navigation options and a main content area filled with a grid of diverse articles. The articles include:

- Top Section:** A large featured image of two women holding Mickey Mouse plush toys, with a sub-headline about a shopping trip to a mall.
- Grid of Articles:** Multiple smaller thumbnails with headlines, such as 'บุคลิกที่ชวนงอน' (Personality that makes you angry), 'เรื่องที่คุณอาจสนใจ' (Stories you might be interested in), and 'แฟนคู่ใจ' (Favorite couple).
- Advertisement:** A prominent ad for 'อินเทอร์เน็ตฟรี' (Free Internet) from WCU, featuring a woman in a white dress and a large '60%' discount tag.
- Content Variety:** The grid includes a mix of celebrity news, lifestyle tips, and entertainment content, such as 'ภาพเปลือย' (Nude photos) and 'แฟนคู่ใจ' (Favorite couple).
- Footer:** A section for 'Show More Comments' and a 'Related Articles' section with more article thumbnails.



Kapook.com Finds Success with Local Support from the Taboola Team

Content distribution and native advertising are at the heart of **Kapook.com**'s monetization strategy. They had previously faced challenges with other monetization partners that did not have provide local support.

With **Taboola**, **Kapook.com** found not only a successful monetization technology, but a partnership between two entities that would work to grow their

business together.

Implementation of **Taboola** Feed has shifted how they strategize monetization of their traffic—**Kapook.com** can now treat every article as though it's a homepage, delivering a wide range of sponsored and organic content for their users.



Kapook.com Increase Revenue by 200% and Looks Forward to Expanding their Partnership with Taboola

Kapook.com has already seen higher revenue and organic click-through-rates with **Taboola** than previous monetization solutions.

The combination of engaging content and video delivered to readers within the **Taboola** feed has

allowed them to grow revenue significantly—they saw an **increase in RPM by 200% in just two months**. In the future, **Kapook.com** looks forward to expanding its partnership with **Taboola** through the implementation of Newsroom within it's editorial team.