

Knowridge Science Report Drastically Increases Revenue and Engagement in Just Two Months with Taboola Feed



"Taboola really surprises us with their brilliant products and their professional account management team. We did expect to see some increases in major metrics when we started using Taboola Feed, but we never thought the growth can be so fast and so strong. With Taboola as our advertising partner, we believe our website will be bigger and better. We hope our experience with Taboola can help other publishers achieve their goals."

- Dr. Jane Yang, Editor-in-Chief at Knowridge Science Report



COMPANY

Knowridge Science Report (KSR) is an independent online magazine that publishes science, technology, medicine, earth and space news, discoveries and stories.



CHALLENGE

Increase engagement and revenue on traffic coming from news apps and social media channels while maintaining a high-quality user experience.



SOLUTION

Implement a continuously scrolling **Taboola** Feed, including in-feed video, and features like Next Up and Read More.



RESULTS

With **Taboola** Feed, **KSR** saw a **480% increase in CTR** and a **240% increase in RPM** in just two months.

480%

Increase in CTR in Just Two Months

240%

Increase in RPM in Just Two Months



Introduction

Knowridge Science Report (KSR) is an independent online magazine that publishes science, technology, medicine, earth and space news, as well as discoveries and stories.

KSR was founded in Sydney, Australia in 2016 and is managed by Knowridge Group.

KSR aims to connect the science community with the public in order to help people gain knowledge and live better. To achieve this goal, **KSR** selects and publishes the most innovative and inspiring research news from universities and research institutes worldwide.



KSR Implements Continuously Scrolling Taboola Feed with In-Feed Video

KSR has grown its loyal audience using different channels to promote content, including popular news apps and social media.

Reader engagement from these channels, which **KSR** measures using CTR, is lower than organic sources.

Before implementing **Taboola** Feed, **KSR** was looking for a solution to decrease their bounce rate and keep readers from these channels on-site for longer. They were eager to improve both RPM and CTR.

KSR then implemented **Taboola** Feed's continuously scroll technology—including sponsored content, organic content and in-feed video. With **Taboola** Feed, **KSR** saw a 480% increase in CTR and a 240% increase in RPM in just two months.

This massive increase allowed **KSR's** editorial team to spend more time and energy generating high-quality scientific content for their readers.

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KSR Uses a Variety of Taboola Features to Increase CTR and RPM, Including Next Up and Read More

In order to enhance reader experience **KSR** uses **Taboola's** Next Up and Read More features.

KSR finds Read More feature incredibly valuable, as it greatly contributed to the increase they saw in CTR. The feature is implemented on pages where traffic is mainly referred from news apps and social media channels. On these pages, **CTR is 7% on average, with a \$16 RPM.**

Taboola's Read More feature increases visibility and revenue in two distinct ways—including a Read More call to action above Taboola Feed drives higher monetization and engagement for visitors likely to,

while letting others read the full article. This feature requires no development work on the part of the publisher.

In addition, Next Up works to re-engage users before they bounce by surfacing recommendations above the fold in a sticky slider unit.

KSR values **Taboola's** reporting capabilities, which allows them to track metrics like CTR, RPM, CPC, daily earnings, and more. In addition, they value **Taboola's** account management team, which they're described as very professional and highly efficient.

