 MEDIA GROUP

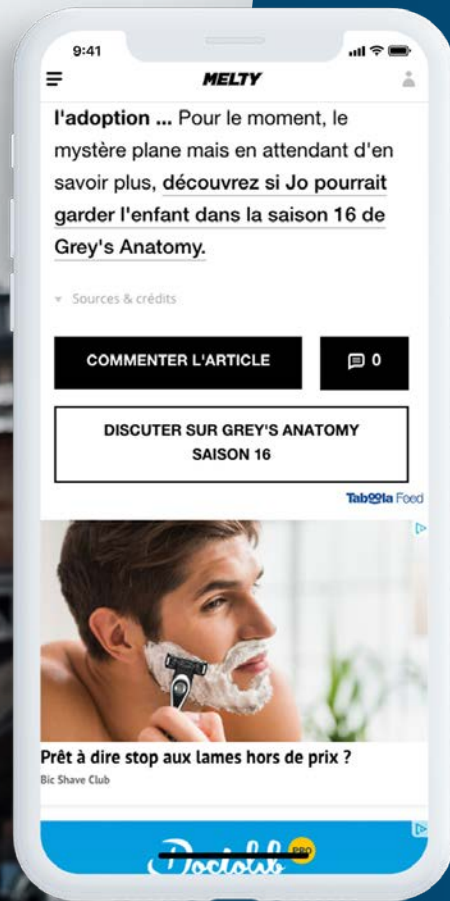
# meltygroup Sees a 300% Increase in Native Advertising Revenue with Taboola

## **MELTY**

*“The transition to Taboola Feed and our partnership with Taboola is a real success. Thanks to the know-how and determination of their teams, we managed to find a very good balance between the monetization of sponsored content, the recirculation of our organic content and an optimal experience for our users. “*

- Jean-Marc Yildiz,  
Chief Digital Officer, meltygroup

**300%**  
Increase in native  
ad revenue



## COMPANY

**meltgroup** is France's leading media group specializing in youth culture online. Its sites, targeted to an audience of 12-17 year olds and 18-34 year olds.

## CHALLENGE

Optimize the monetization of content pages and recirculation of organic content, while offering an optimal experience for readers.

## SOLUTION

Deploy the **Taboola** Feed on mobile devices to provide mobile users with a continuous and personalized stream of sponsored and organic content.

## RESULTS

A significant increase in revenue per mile (RPM) and the continuation of organic recirculation.

**Taboola** Feed Engages **meltgroup** Readers with a Personalized Experience of Sponsored and Organic Content



## Introduction

Founded in 2008 by Alexandre Malsch and Jérémy Nicolas, and chaired since February 2018 by Bruno Massiet du Biest, melty has become a leading digital media group dedicated to millennials and youth culture. With readership from 50% of France's millennial population, **meltygroup** records 100 million monthly cumulative visits on all digital platforms including five websites, three Snapchat channels and 10 Facebook pages.

## Meltygroup Strikes Balance Between Monetization and Recirculation with Taboola

At the end of 2018, **meltygroup** deployed **Taboola** Feed, a continuous scroll of sponsored and organic content, to offer an experience comparable to that found on social networks. As a result, readers interact longer with sponsored content, maximizing monetization and performance without sacrificing user experience.

In addition to increasing interaction with sponsored content, **meltygroup** was also faced with the challenge of effectively recirculating its organic content. Before integrating the **Taboola** Feed, articles were in an organic “infinite scroll” format, allowing users to discover the following article only by continuing to scroll down. The result was a significant number of pages viewed per user, but with relatively low engagement.

Today, **meltygroup** has found its balance with the **Taboola** Feed, which alternates sponsored content and organic content.

## With Taboola, meltygroup is able to Test and Optimize Across Platforms

**meltygroup** and **Taboola** have formed an agile partnership. The commitment of the account management team at **Taboola** combined with **meltygroup**'s willingness to test new approaches paved the way for a constantly evolving partnership with the shared goals of monetary performance, the consideration of the audience experience and the recirculation of organic content.

**meltygroup** has been able to easily deploy the **Taboola** experience across all platforms—websites, mobile sites, AMP pages and mobile applications.

The ability to constantly test and learn makes **Taboola** pivotal in solving the editorial and monetary challenges faced by **meltygroup**.