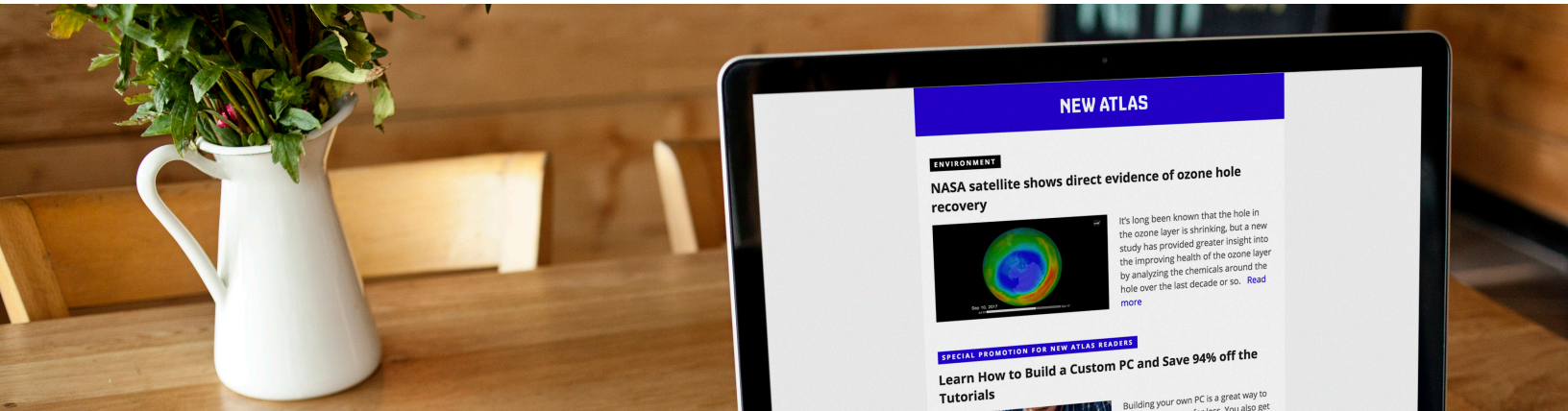


New Atlas Grows Newsletter Revenue by 100% with Taboola



NEW ATLAS

"The publishing industry is constantly changing, and publishers are facing new challenges from ad blocking technologies every day. Taboola's Mailbridge integration provided us with an effective solution. With support from their stellar account management team, we were able to

grow our newsletter revenue by 100 percent in the first several months."

- Shane Murray, CEO at Gizmag Pty Ltd, publisher of New Atlas



COMPANY

New Atlas focuses on delivering its readers content and information that celebrates human endeavor and innovation across the fields of science, technology and design.



CHALLENGE

Find a newsletter monetization solution to help combat the impact of ad blocking technology and the speed of change in the publishing industry.



SOLUTION

Use the **Taboola** discovery platform's Mailbridge integration to monetize content in the **New Atlas** newsletter for increased revenue.



RESULTS

With **Taboola**, **New Atlas** achieved a **100% growth in newsletter revenue.**

100%

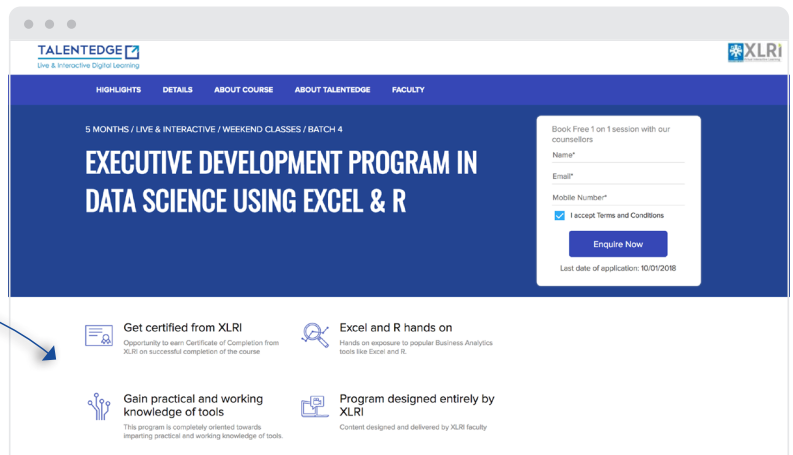
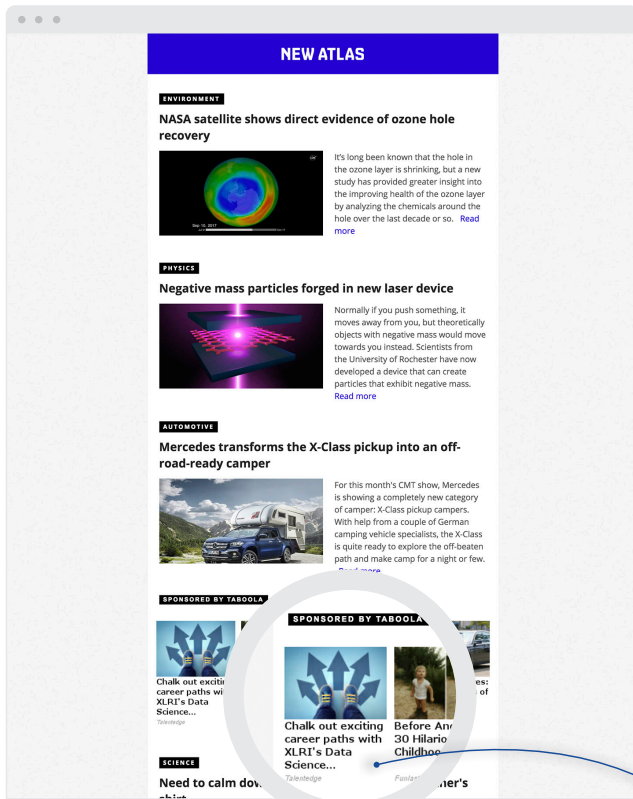
Newsletter Revenue Growth

Introduction

New Atlas was founded as Gizmag in 2002. Its focus is to deliver readers compelling content and reliable information that celebrates human endeavor and innovation across the fields of science, technology and design.

Generating upwards of 450 editorials each month and working on a 24-hour publishing cycle, New Atlas' devoted team of professional writers is spread around the world.

New Atlas Uses Taboola to Monetize a Newsletter with more than 280,000 Subscribers





Testing Various Taboola Solutions, New Atlas Sees Consistent Revenue Growth Month Over Month.

At the beginning of its partnership with **Taboola**, **New Atlas** was looking to increase audience engagement, increase traffic across all communications platforms, and grow its reader database and ultimately, revenue.

New Atlas tested **Taboola** within their email alerts, and found the revenue results across the board very successful—**New Atlas** revenue has grown consistently Month Over Month.



New Atlas Acheives 100% Growth in Newsletter Revenue with Taboola

Having worked with several similar companies in the content referral arena, **New Atlas** has chosen to work with **Taboola** because of its valuable account service team and the results they deliver.

With **Taboola's** effective strategy and reliable communication, **New Atlas** achieved a **100% growth in newsletter revenue**.

New Atlas has been publishing online for 15 years. In line with its mantra of exploring human endeavour and

innovation, the company is always willing to test new ideas and opportunities, and looks forward to doing so with **Taboola** in the future.

New Atlas is currently exploring **Taboola** Newsroom to support its editorial team and is looking to introduce **Taboola** into the primary “Recommended for You” position on its site.