

ynet Finds Fluid User Experience with Taboola Feed and Newsroom



"ynet isn't just about the news, we're first and foremost an innovation company. We wanted a monetization partner that would support this mission as well as allow us to achieve our goals. Taboola's technology allowed us to do both, while providing an invaluable partnership for our business."

- Moshe Medi, Head of Technology, Innovation and Partnerships, ynet



COMPANY

ynet is the leading news and content site in Israel. Since its launch on June 6, 2000, the site has gained a place of honor among the Israeli public among its media peers.



CHALLENGE

Implement technology that supports **ynet's** mission to drive innovation and a good user experience, while achieving engagement and revenue goals.

SOLUTION

Use **Taboola** Feed and Newsroom to circulate personalized sponsored and organic content intelligently to readers.



RESULTS

With **Taboola**, **ynet** saw an **increase in RPM across all sites** and an **increase in organic CTR**.



Introduction

ynet is the leading news and content site in Israel. Since its launch on June 6, 2000, the site has gained a place of honor among the Israeli public and among its media peers.

ynet brings its readers updated and interesting information in most areas of knowledge and human activity, focusing on public interest topics like news, economics, sports, culture, entertainment and gossip, Jewish culture, internet and technology, tourism, health, automobiles and food.

The screenshot displays the ynet website interface. At the top, there's a navigation bar with categories like News, Sports, and more. Below this is a search bar and a weather widget. The main content area features several news articles, including a prominent one about Ardan on security prisoners. To the left, there's a 'You shared' section with a list of articles. Below the main articles, there's a 'Sponsored Links' section with various advertisements. At the bottom, there's a 'Save and earn' section with more promotional content. The website is designed with a clean, modern layout, using a mix of text, images, and interactive elements.



Taboola Feed Supports ynet's Innovative Mission

ynet's number one priority is innovation—their team wants a monetization partner that supports this mission, as well as one that provides a good user experience. Previously, **ynet** had faced challenges combining their technology solutions with their vision for the future. Now, **Taboola** Feed allows them to achieve both.

After implementing **Taboola** Feed, ynet found flexibility, a fluid user experience, and easy adaptability to their

brand in terms of design. In addition, they were able to surpass previous revenue and engagement metrics with the power of **Taboola** Feed's algorithm, which **ynet** could see become smarter in real-time.

Drawn to the infinite feed experience and relevant content for their needs and interest, **ynet's** readers have responded positively to the product.



Newsroom Allows ynet to A/B Test Audience Interests in Real-time

No content recommendation algorithm can work well without great content to power it—**Taboola's** Newsroom solution allows **ynet** to understand exactly what their readers want, when they want it.

ynet's editorial team uses Newsroom to A/B test headlines and intelligently analyze the flow of traffic on their site in real-time. Mainly used for editorial strategy for **ynet's** front page, they are able to drive the maximum amount of engagement from readers on their site's premium real estate.



ynet Increases Pageviews and Engagement Using the Power of Taboola Feed and Taboola Newsroom Combined

With **Taboola**, **ynet** saw an increase in RPM across all sites and an increase in organic CTR.

ynet is working with **Taboola** to Implement **Taboola** Feed on additional sites and **ynet's** main page.

They are consistently impressed with **Taboola's** customer service. In **Taboola**, they found a partner that serviced all of their needs with a personal touch, and an account management team that is ready to support all of their needs.