

YourLifeChoices Doubles Revenue and Engagement with Suite of Taboola Products



"We were seeing a significant number of users drop off after finishing our articles and reading the comments sections on the website. Implementing Taboola Feed allowed us to display sponsored content and related articles from our own content at these two drop off areas."

- Drew Patchell, Digital Operations Manager, YourLifeChoices



COMPANY

YourLifeChoices has been making the transition to retirement smoother for Australia's booming population since September 2000.



CHALLENGE

Find an additional revenue source outside of direct and traditional programmatic sources to increase revenue and to increase engagement with organic content



SOLUTION

Implement **Taboola** Feed to monetize users at the end of the article when they're looking for something new—the moment of next—and Mailbridge to engage newsletter audiences.



RESULTS

With **Taboola**, **YourLifeChoices** saw an **80% increase in overall revenue** and **double the CTR** with **Taboola** Feed, and today, **230,000+ email subscribers are monetized with Taboola's newsletter integration.**

80%

Increase in Overall Revenue After Implementation of Taboola Feed

2X

Click-Through-Rate (CTR) After Implementation of Taboola Feed

230,000+

Email Subscribers Monetized with Taboola Newsletter Integration



Introduction

Retirement is often something people look forward to, but that doesn't mean that it is easy. The team at **YourLifeChoices** has been making that transition smoother for Australia's booming population since September 2000.

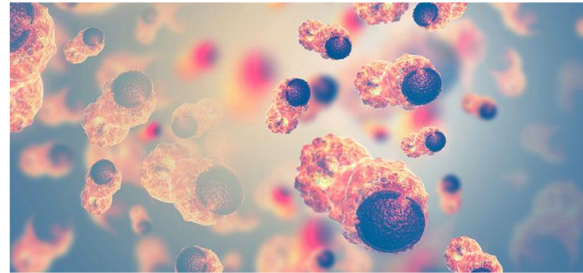
Their content, provided to 230,000 visitors daily, features vital information for those approaching retirement, in retirement and their families, focussing on the issues that matter most as we age.

YourLifeChoices is a one-stop resource for understanding the age pension, superannuation and all information regarding the entitlements and concessions accessible in retirement.

Combination of Taboola Feed and Mailbridge Drives Higher Overall Revenue for YourLifeChoices

An A to Z of things that may, or may not, cause cancer

Author: Leon Della Bosca



There are a lot of myths surrounding the things that can cause cancer. And although there are many malicious substances or products that can encourage the silent killer, there are just as many myths about what can cause cancer. Here's an A to Z of the more common ones.

Artificial Sweeteners

Lab tests show that Saccharine caused cancer in rats, but then, we're not rats, are we? Similar studies with aspartame were also inconclusive. It may not be so good for you in many other ways, but there's no real hard science to say that sweeteners cause cancer.

Read More



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This Drink May Help Knee and Joint Pain

Food Prevent | Sponsored



Just 3 Ingredients Will Help You to Clear Clogged Arteries Medication

Food Prevent | Sponsored

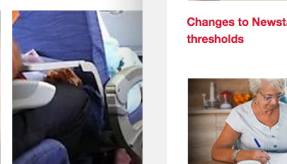


Military Watch Everybody in Japan is Talking About

Tact Watch | Sponsored



Fade age spots with these eight homemade remedies



Stop someone's se

YourLifeChoices *Simplifying retirement*

YourLifeChoices — how will the Age Pension increases affect you?

Good afternoon,



As always, **YourLifeChoices** is first with your Centrelink news and today we bring you tidings of an **Age Pension increase** from 20 March 2019.

In more pension news, there have been changes to qualifying limits, so anyone who has missed out on a pension before may now qualify for payments or existing pensioners may now **receive a payment increase**. The same goes for the **Low Income Health Care Card** - are you now eligible for one? Also, Rent Assistance has received a **nominal boost** as have **Newstart rates**.

Is it time the government looked at **increasing the Age Pension base rate** to keep up with the cost of living? Should this become an election issue? Let us know your thoughts in our Age Pension Poll.

As always, **YourLifeChoices** brings you Centrelink news as soon as it comes to hand, Drew, Leon, Ben, Hays, Janelle, Liv, Kaye, David & Ebony



Your Age Pension will increase as of 20 March 2019



Age Pension: New limits taking effect from 20 March 2019



Changes to Newstart rates and thresholds



Are you now eligible for a Low Income Health Care Card?



Rent assistance rates payable from



Pension Poll: Should bumping up



Taboola Feed Provides Significant Increase in Revenue and User Engagement with Organic Content for YourLifeChoices

YourLifeChoices wanted to respond to a significant change in the Australian advertising landscape—they needed an additional revenue source outside of direct and traditional programmatic sources.

YourLifeChoices had tested a competitor prior to working with **Taboola**. They encountered significantly lower revenue and low content quality—but a major challenge **YourLifeChoices** faced was keeping users on-site after reading an article.

They started using **Taboola's** Widget to reverse this. **YourLifeChoices** revenue from their on-website inventory, which **YourLifeChoices** defines as display inventory outside of **Taboola**, has **increased by 286%**, while their total revenue has **increased by 351%** since working with **Taboola**.

After seeing success, **YourLifeChoices** implemented **Taboola** Feed. **Taboola** Feed allows them to display both sponsored and organic content in this critical place at the bottom of the article where they were seeing users leave—the moment of next.

YourLifeChoices saw that in addition to revenue growth through engagement with sponsored content, the further a user scrolled through **Taboola** Feed, the higher the CTR on their organic content. **Taboola** feed brought them an **80% increase in overall** revenue and **double the CTR**.



Taboola's Mailbridge Integration Generates More Traffic from YourLifeChoices Newsletter

In addition to **Taboola** Feed, **YourLifeChoices** implemented **Taboola's** Mailbridge Integration in their newsletter.

Taboola has partnered with LiveIntent, the world's largest email monetization platform, to leverage user data and improve cross-device targeting for a better user experience.

Today, **230,000+ email subscribers are monetized with Taboola's newsletter integration**, making the **Taboola** integration an essential added feature for revenue.

Taboola's products are powered by proprietary deep learning algorithms that are powered by the largest dataset of content consumption behavior across the open web. Because of this, **Taboola** products are applicable to all audiences—in this case, **YourLifeChoice's** audience of those interested in retirement.

According to **YourLifeChoices**, exceptional service from **Taboola's** account management team has added value to their business.