



PUBLISHER

## udn.com get positive outcome with Products like Taboola Feed, Newsroom and Explore More



*"Taboola has been a strategic partner when it comes to engaging our readers, monetization and editorial decision-making. Products like the Taboola Feed, Newsroom and Explore More have made a significant impact on our business, and we look forward to continuing our partnership for years to come."*

- Apollo Sun, CEO, udn.com

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2x

Increase in Revenue  
Per Mille (RPM) from  
Q2 to Q3 in 2021

2x

Increase in Revenue  
from Explore More  
from Q2 to Q3 in 2021

60%

Increase in sponsored  
content CTR from  
Q2 to Q3 in 2021



## COMPANY

In accordance with **United Daily News Group's** vision and strategic objective, **udn.com** strives to be top online news provider with professional and holistic content for worldwide Chinese readers.

## CHALLENGE

Seek new ways to increase engagement with **udn.com** content, as well as improve monetization and operational efficiency.

## SOLUTION

Work with **Taboola** to implement **Taboola Feed**, **Taboola Newsroom** and **Explore More** on desktop and mobile devices, including AMP pages and mobile applications.

## RESULTS

With **Taboola**, native advertising inventory of **udn.com** saw a **2x increase in RPM**, a **2x increase in revenue** and a **.6% increase in CTR**.

**Taboola** as strategy partner with **udn.com** to Achieve Engagement and Monetization Goals.



## Introduction

Within the United Daily News Group "Decent ,  
Innovating, Caring" spirit, udn provides professional  
online and mobile Chinese content globally.

**udn.com** deliver professional content from United  
Daily News Group newspapers, including United  
Daily News, Economic Daily News, United Evening  
News, and The World Journal, as well as various  
periodical content from our partners.

**udn.com** are the most professional and universal  
digital media website.



## Native advertising inventory of udn.com Increases RPM by 2x and CTR by .6% with Taboola Products

**udn.com** was seeking new ways to increase engagement with their content, as well as improve monetization and operational efficiency.

They started working with **Taboola** to tackle these goals, which included the implementation of a variety of **Taboola** products, including the **Taboola** Feed, **Taboola** Newsroom, Explore More and implementations on AMP pages and their mobile applications using Taboola's software development kit (SDK).

**Taboola** deployed a dedicated team to optimize and customize the user interface (UI) of these products to suit **udn.com**'s unique needs, and have seen continuous growth since the implementation of these products.

**Taboola** Feed is a seamlessly integrated feed that provides readers with personalized content, enabling monetization of below-article placements.

**udn.com** implemented **Taboola** Feed across article pages and section fronts on all of their digital properties, on desktop and mobile devices, including AMP pages and within their mobile app.

Inspired by common native app experiences, **Taboola**'s Explore More is designed to help publishers keep site visitors on their pages longer; re-engaging users by surfacing relevant content recommendations.

After implementing **Taboola** Feed and Explore More, **udn.com**'s native advertising inventory section saw a 2x increase in revenue, a 2x increase in RPM, and a .6% increase in CTR.

In addition, **udn.com** leverages **Taboola** Newsroom, an advanced readership insights technology that leverages A.I. to power editorial processes.

**udn.com** is optimistic about their growth in the coming year, powered by **Taboola** as a strategic partner for engagement, monetization and editorial decision-making.