

"Taboola has been a strategic partner in helping us find solutions for seasonal revenue fluctuation and engagement with our readers. Products like Taboola Feed, Read More and others have made a significant impact on our business."


- **Emma Andersson**, Managing Editor, Stoppa Pressarna

60%

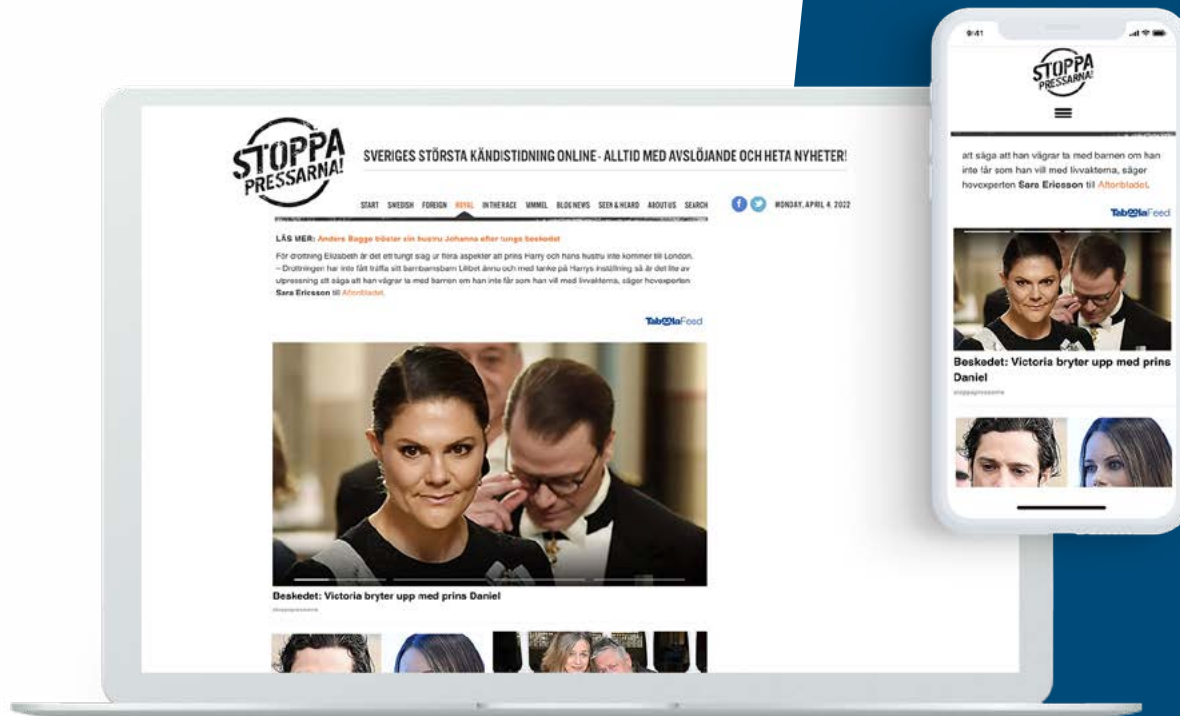
Increase Revenue Per Mille (RPM) with Taboola's Read More

81%

Increase in RPM in One Year After Transition to Taboola Feed

 PUBLISHER

Stoppa Pressarna Increases Revenue Per Mille with Taboola's Read More and Continuously Scrolling Feed



COMPANY

Stoppa Pressarna is a leading entertainment news site that collects all celebrity news in one place, both in Sweden and internationally. They report on the people you want to read about.

CHALLENGE

Find solutions to weather seasonal changes in revenue, and increase revenue across the board.

SOLUTION

Work with **Taboola** to implement Read More, **Taboola** Feed, Explore More and Next up Features for a positive impact on revenue and engagement.

RESULTS

With **Taboola**, **Stoppa Pressarna** increased RPM by **60%** with the implementation of **Read More** and **81%** with **Taboola Feed**.

Taboola Products Support **Stoppa Pressarna** in Seasonal Revenue Changes and Reader Engagement

Introduction

Stoppa Pressarna is a leading entertainment news site that collects all celebrity news in one place, both in Sweden and internationally. They report on the people you want to read about.

Stoppa Pressarna covers all types of celebrities — from artists, presenters, politicians, sports stars and actors; to royalty and foreign celebrities. News is always up-to-date, all year round.



Stoppa Pressarna Sees a 60% Increase in Revenue From Mobile Traffic with Taboola's Read More

Stoppa Pressarna was looking for solutions to weather seasonal changes in revenue, and increase revenue across the board. They turned to **Taboola** for recommendations on monetization solutions that would provide valuable, engaging sponsored recommendations to their users, and help them achieve these goals.

To specifically address seasonality concerns, **Taboola** recommended **Stoppa Pressarna** implement **Taboola's** Read More on mobile traffic.

Read More maximize the impact of available mobile real estate. It allows publishers to engage and monetize users before they bounce by raising the visibility of below-article units like **Taboola** Feed higher up the page. If users want to continue reading the full article, they click "Read More," and the article expands further.

After the implementation of Read More, **RPM from mobile devices increased by 60%**. Due to such positive results, Read More has now been implemented for 100% of **Stoppa Pressarna** traffic.

Taboola Feed, Explore More and Next Up All Contribute to Growing Revenue and Engagement for Stoppa Pressarna

Stoppa Pressarna has been working with **Taboola** since 2018, and recently transitioned from **Taboola's** Widget to **Taboola** Feed on article pages.

The **Taboola** Feed is a continuously scrolling feed of both editorial and sponsored recommendations that brings familiar behavior from social media sites to the open web. After the implementation of the **Taboola** Feed, **RPM increased by 81%** over the course of one year.

They've also implemented **Taboola's** Next Up and Explore More to further engage readers while on site. The Next Up unit is a sticky slider that engages users by showing them recommendations above the fold, re-engaging users before they bounce, whereas Explore More is designed to help publishers keep users on their mobile pages longer; re-engaging users by surfacing relevant content recommendations.