

"Taboola has been a long-term strategic partner for Capital Media. Through our partnership, we've been able to continuously test new products and strategies to engage our audience and meet our monetization goals while keeping revenue stable and growing."

- **Michał Wierzbicki**, Founder of Capital Media



PUBLISHER

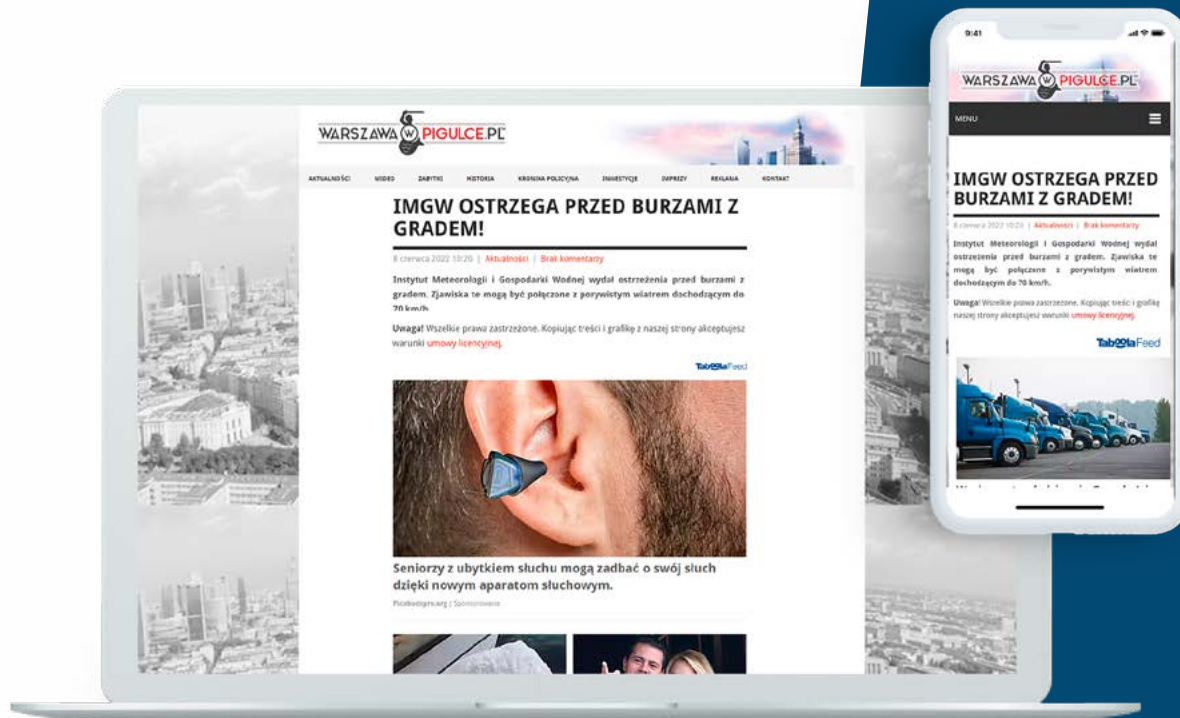
Taboola Makes Up 30% of Capital Media's Revenue with Feed, Explore More, Next Up and Other Products

30%

Of Capital Media Revenue
is Driven by Taboola

3%

Increase in Recirculation
of Organic Content



COMPANY

Capital Media is an editorial group that owns several news websites, like Warszawa w Pigulce and Kraków w Pigulce and reaches several million readers a month.

CHALLENGE

Optimize for revenue across several websites without disrupting the user experience, and increasing engagement with organic content.

SOLUTION

Work with **Taboola** to implement products like **Taboola Feed**, Video Slider, Explore More, Next Up and more across sites like Warszawa w Pigulce and Kraków w Pigulce.

RESULTS

Taboola now makes up **30% of Capital Media's overall revenue**, and has supported a **3% increase in the recirculation of organic content** over time.

Capital Media Audiences Engaged with Both Sponsored and Organic Content Through **Taboola** Products

Introduction

Capital Media is an editorial group that owns several news websites, like Warszawa w Pigulce and Kraków w Pigulce. Their websites provide local fresh, up-to-date city information for Warsaw, Cracow and the whole of Masovian and Lesser Poland Voidevoidships.

Created in 2014, **Capital Media** reaches several million readers

Capital Media Improves Engagement and Revenue Across Several Websites with Taboola Products

Capital Media is always looking for new and innovative ways to provide their audiences with the most relevant news and content, while also optimizing revenue and seeking new monetization opportunities.

Capital Media works with **Taboola** to optimize for both engagement with organic content and revenue without disrupting the user experience.

To do so, they implemented the **Taboola** Feed across article pages across all devices and AMP pages. **Taboola** Feed brings a familiar scrolling experience to **Capital Media** websites. This next generation below article experience delivers a new, infinite scroll format of engaging ‘cards’ that may contain a variety of content: video, articles, slideshows, and a host of third-party experiences, all personalized for the user.

Capital Media also implemented a right rail placement on their homepage and video slider on article pages, powered by the same **Taboola** algorithm that powers the **Taboola** Feed.

For further engagement with organic content and additional monetization opportunities, **Capital Media** uses **Taboola**’s Next Up and Explore More.

Taboola’s Explore More and Next Up is inspired by common native app experiences and re-engages users by surfacing relevant content recommendations before they leave a page or bounce.

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