



PUBLISHER

Estado de Minas Increases The Number of Pages People Visit On Estado de Minas by 10% with Taboola's Homepages For You



"We like working with vendors that include us as a strategic partner when it comes to new products and innovative features. Working with Taboola as an early adopter of Homepage For You has allowed us to be a meaningful part of the conversation that resulted in technology that made a real tangible impact on user engagement."

- **Mayara Souza**, Head of Product and Marketing,
Estado de Minas

50%

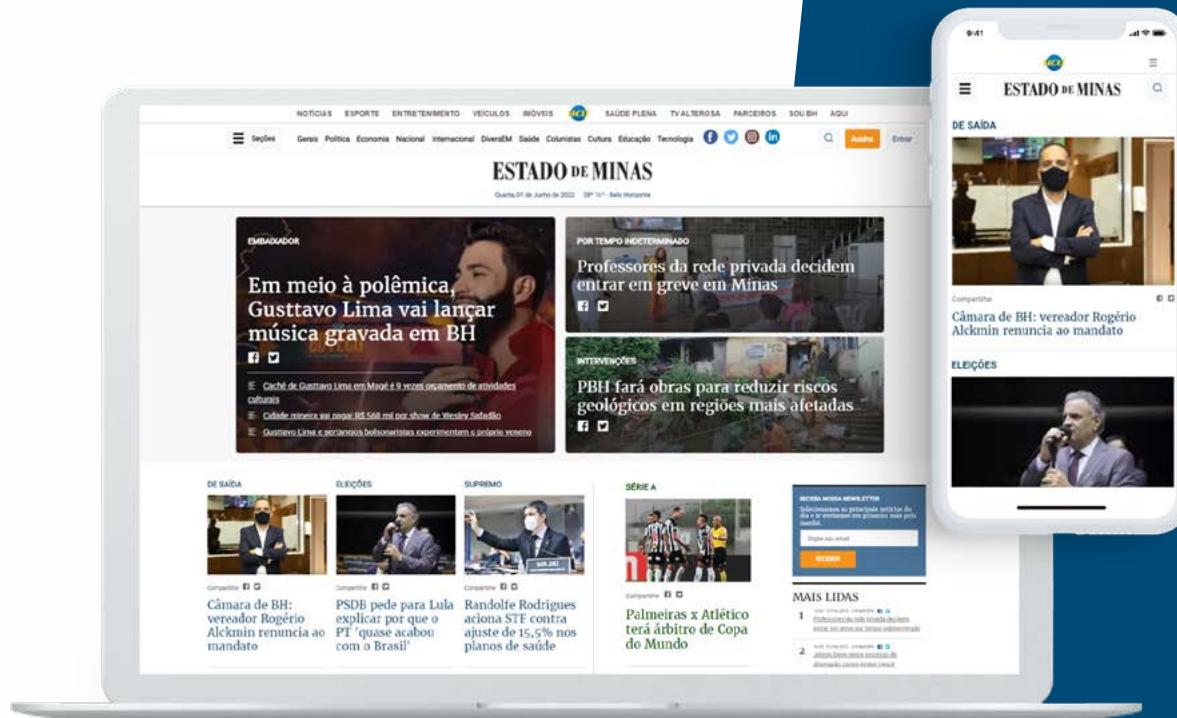
Increase in Organic Click-Through-Rate (CTR) in Personalized Sections with Homepage For You

7%

Decrease in Bounce Rate with Homepage For You

10%

Increase in Pages Per Session with Homepage For You



COMPANY

The **Estado de Minas**, or Associated Dailies, are a union of Brazilian communication media operating 50 vehicles of communication, consisting of 15 newspapers, 12 radio networks, 8 television networks, 9 Internet portals and 5 other sites, 1 foundation and 5 other companies.

CHALLENGE

Find new and innovative ways to deepen the engagement of **Estado de Minas** site visitors while still keeping monetization goals in mind.

SOLUTION

Work with **Taboola** to implement Homepage For You, a part of Newsroom, to customize hand-selected sections of the **Estado de Minas** homepage, powered by **Taboola's** artificial intelligence (AI).

RESULTS

With **Taboola's** Homepage For You, a part of Newsroom, **Estado de Minas** has been able to **increase CTR by 50%** and **pages per session by 10%** while **decreasing bounce rate by 7%**.

Site Visitors Bounce Less on Estado de Minas After Homepage For You Implementation

Introduction

For over 90 years of quality communication for Minas Gerais people, **Estado de Minas** has consolidated itself as one of the main communication groups in the country, with a history marked by transparency, credibility and commitment to the truth. Currently the group keep some of the most accessed Portals in the country and they are able to bring news to Minas Gerais and to Brazil as well.

From print to digital, **Estado de Minas** followed the main changes in the market. Nowadays , they have a product mix that allows a complete delivery of integrated marketing actions. In their portfolio, the group offers its customers advertising spaces in printed newspapers, news portals, radio and TV.



Estado de Minas Successfully Increases Engagement with Organic Content and Deepens User Sessions with Homepage For You

Estado de Minas has been working with **Taboola** since 2016, and are always looking for new and innovative ways to engage their audience while keeping monetization in mind.

Recently, they've worked closely with the **Taboola** team to become an early adopter of Homepage For You, a part of **Taboola** Newsroom. **Taboola's** Homepage For You is a homepage personalization tool that aids publishers like **Estado de Minas** in customizing and personalizing hand-selected sections of homepages and section fronts to increase readership and engagement by powering the homepage with **Taboola's** AI.

Taboola's Newsroom is an audience analytics platform for publishers. It provides real-time, actionable insight to help writers, editors and special-interest teams make informed decisions to grow traffic and increase user engagement.

Since the beginning of 2021, Homepage for You has **increased organic CTR in personalized sections by 50%** and **pages per session by 10%, all while decreasing bounce rate by 7%**.

In addition to implementing Homepage For You, **Estado de Minas** is working closely with the **Taboola** team to develop a solution to implement the technology within their app.

Taboola's Next Up, Explore More, Read More and Taboola Feed Increase Revenue by 148% and Organic Click-Through-Rate by 266% for Estado de Minas

Estado de Minas has been using other **Taboola** engagement and monetization tools like **Taboola** Feed on article pages and AMP pages, Explore More, Next Up and Read More.

The **Taboola** Feed is a continuously-scrolling social media-like feed that sits at the bottom of the article or on section fronts and homepages. Powered by **Taboola's** algorithm, it recommends sponsored and organic content recommendations to **Estado de Minas** readers, supporting both engagement and monetization goals.

Inspired by common native app experiences, **Taboola's** Explore More is designed to help publishers keep users on their mobile pages longer; re-engaging users by surfacing relevant content recommendations. Next Up unit is a sticky slider that engages users by showing them recommendations above the fold, re-engaging users before they bounce.

Finally, Read More helps to maximize the impact of available real estate, enabling publishers to engage and monetize site visitors before they bounce by raising the visibility of below-article units like **Taboola** Feed higher up the page. Readers have the chance to read more of the article and move the unit back down by clicking "Read More."

In the last six years, the combination of these tools has increased **revenue per mille (RPM) for Estado de Minas by 148%** and organic **CTR by 266%**. **Estado de Minas** looks forward to continuing their strategic partnership, including innovative brainstorming, special projects and implementation of new solutions as they are relevant.