



*"Taboola News has opened up an entirely new traffic referral and revenue source for CNN Türk. We're now working on an integration that would enable us to use Taboola Newsroom to access real-time, actionable data and increase engagement across the site."*

- Emre Ünlü, Head of Product, Cnnturk.com

## TOP 10

Traffic Referral Source

110%

Increase in revenue per mille (RPM)

75%

Increase in Ad Revenue year-over-year (YoY)



AFFILIATE

**Cnnturk.com Gains a Top-10 Referral Source and Increases Traffic with Taboola News**



## COMPANY

**CnnTurk.com**, part of CNN Demirören Media Group, is a 24/7 news channel and website that delivers the latest global and national news for a Turkish audience.

## CHALLENGE

Reach new and previously inaccessible audiences, increasing website traffic and on-site monetization revenue.

## SOLUTION

Use **Taboola News** to drive traffic from OEM partners like **Xiaomi**, and monetization products like **Taboola's** mid-article unit to increase revenue.

## RESULTS

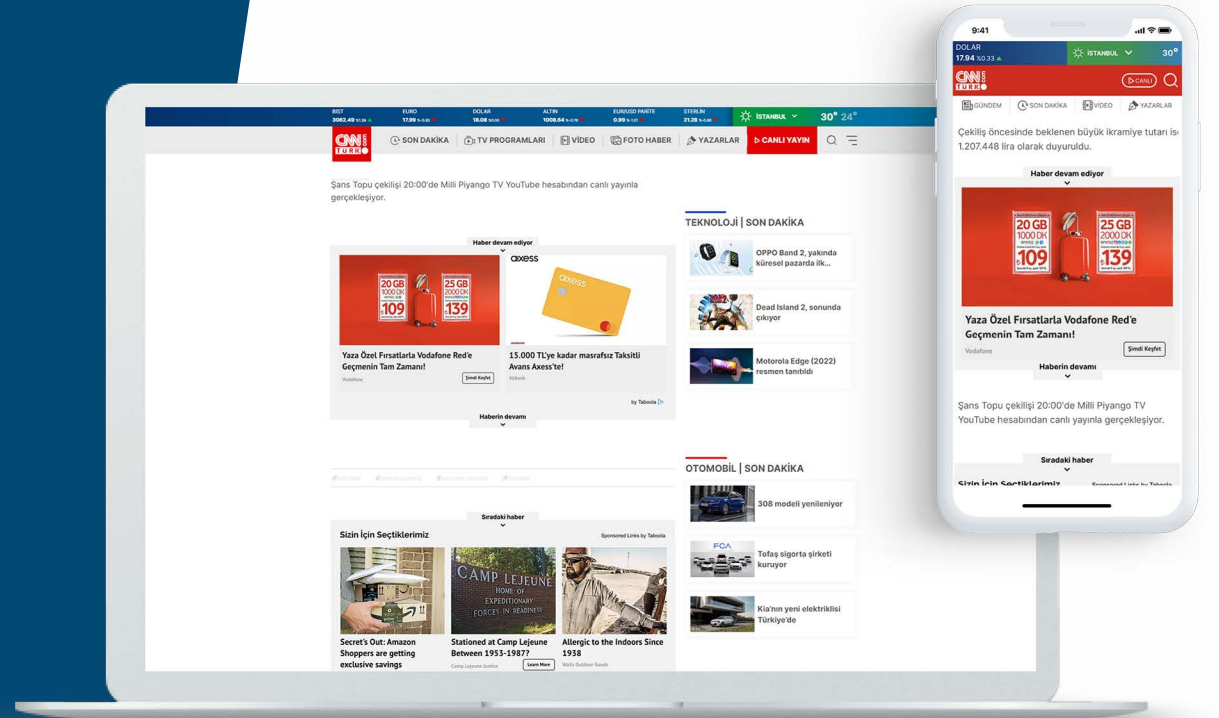
**Taboola News** became a top-10 traffic referral source for **CnnTurk.com**. Products like Taboola's mid-article unit and Explore More have **increased RPM by 110% and YoY ad revenue by 75%**.

**CnnTurk.com** Finds Quality Traffic From **Taboola News**

## Introduction

**Cnntrk.com** is a leading news website that delivers the latest stories in finance, sports, technology, health, and politics from around the globe. It exists as part of CNN International, the world leader in online news and information, which seeks to inform, engage and empower the world.

The **Cnntrk.com** website complements the paid **Cnntrk.com** television channel, which launched in 1999 to provide 24/7 broadcasts of international and localized news exclusively for Turkey.



## Cnnturk.com Increases Website Traffic with Taboola News

**Cnnturk.com** was eager to reach new, previously untapped audiences. So they started working with **Taboola** to expand their reach.

**Cnnturk.com** used **Taboola** News to distribute content across devices from original equipment manufacturer (OEM) partners like Xiaomi and Samsung. **Taboola** News allows these partners to offer their users personalized and relevant **Taboola** News feeds at the moments they're most receptive to reading content throughout their day. This includes when users open their default browser, view their phone's wake screen, and open their phone's notification center.

With **Taboola** News campaigns, **Cnnturk.com** saw a significant increase in website traffic, making **Taboola** one of the publisher's top 10 referral sources.

## Cnnturk.com Increases Revenue Per Mille by 110% with Mid-Article Ad Units and Explore More

With a flood of new users reaching their site, **Cnnturk.com** wanted to better monetize its content with engaging ad placements to drive revenue. The publisher implemented mid-article units in 2021, providing personalized video and image ad experiences for users on every device — mobile, desktop, and tablet.

**Cnnturk.com** also used below-article widgets of video and image ads, delivering relevant recommendations at the moment readers are looking for

new content to engage with. As a result, **Cnnturk.com** increased RPM by **110%** and YoY ad revenue by **75%**.

**Cnnturk.com** also implemented **Taboola**'s Explore More tool, which is designed to re-engage people who have visited a publisher's website from an external application. When that person clicks on a link to open an article and then selects the back button to leave an article, they're taken to a feed of personalized content recommendations instead of going back to the external application.

## Cnnturk.com Optimizes Content in Real Time with Taboola Newsroom

Going forward, **Cnnturk.com** plans to use **Taboola** Newsroom to A/B test content and generate real-time, actionable data that increases engagement on-site.

**Taboola** Newsroom is an audience analytics platform that helps editors and journalists make data-backed, informed decisions to grow traffic and engagement. It is a complimentary service for premium publishers and identifies key content opportunities by analyzing trending readership data across the **Taboola** publisher network.

Newsroom also provides advanced homepage optimization tools, enabling journalists to improve the performance of articles by running A/B tests on headlines and images in real-time.

With **Taboola** Newsroom, **Cnnturk.com** will be well-equipped to continue its mission of delivering industry-leading news and information to its target audience, boosting engagement, revenue, and retention.