



 PUBLISHER

The Independent Singapore Finds Taboola News a Top Source of Traffic from Partner

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“Taboola’s account management team has provided great support as we diversify our advertising mix. Taboola News is now the third-biggest Taboola traffic referral source for The Independent Singapore. We’re proud to be a leading and successful example of how publishers in Singapore can partner with Taboola.”

- **Kumaran Pillai**, *Publisher, The Independent Singapore*

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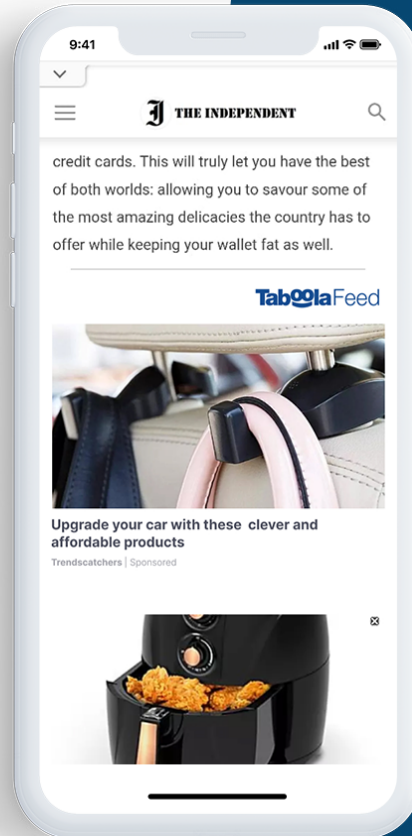
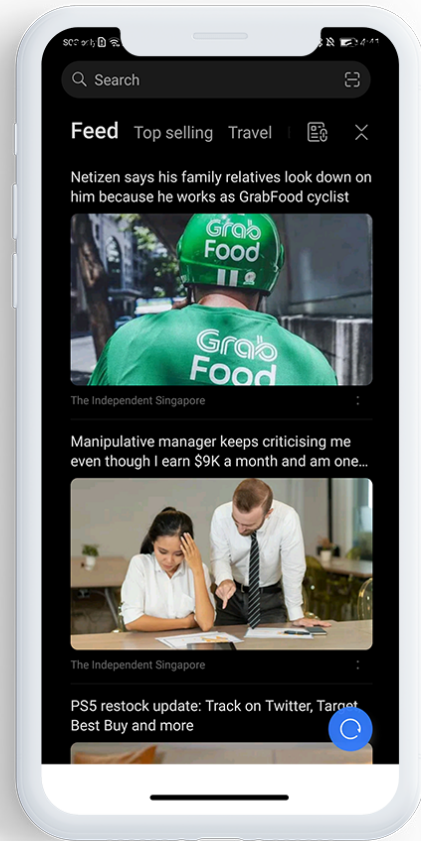
Taboola Traffic Referral Source

3%

Higher Views Per Visit Than Other Taboola Traffic Sources

76%

Increase in CTR with Taboola Feed



COMPANY

The Independent Singapore, launched in 2013, is a news website that offers in-depth perspectives and analyses on current affairs, economics, and politics in Singapore.

CHALLENGE

Increase traffic and revenue by diversifying advertising channels and referral sources.

SOLUTION

Use **Taboola News** to drive traffic to **The Independent Singapore** website and implement **Taboola Feed** to monetize articles.

RESULTS

Taboola News became a **top-three Taboola traffic referral source** for **The Independent Singapore**, generating **3% higher views per visit than other sources**. **Taboola Feed** increased **CTR by 76%**.

Taboola Products Support Monetization Efforts and Send New Traffic to **The Independent Singapore**

Introduction

The Independent Singapore, launched in 2013, is a news website that offers in-depth perspectives and analyses on current affairs, economics, and politics in Singapore. The platform is owned and operated by journalists, with a mission of giving voice to the voiceless.



The Independent Singapore Increases CTR by 76% with Taboola Feed

The Independent Singapore was already using **Google** AdSense, **Facebook** Instant Articles, and other content recommendation to monetize its content. Still, the publisher wanted to diversify its advertising channels to increase revenue. That's when they found **Taboola**, the world's largest content discovery platform, which serves over 450 billion recommendations to over 1.4 billion unique visitors every month.

First, **The Independent Singapore** implemented **Taboola** Feed on its article pages, delivering AI-powered, personalized ad recommendations to readers at the moment they're ready to consume new content. The publisher also used **Taboola**'s Explore More feature to re-engage people who visited from external apps like WhatsApp or iMessage. Once these users leave an article and click back to their app, they're shown a feed of personalized content recommendations, further engaging them and driving revenue.

With **Taboola** Feed, **The Independent Singapore** increased its ad clickthrough rate (CTR) by **76%** in just one quarter

Taboola News Becomes the #3 Taboola Traffic Referral Source for The Independent Singapore

Beyond monetization, **The Independent Singapore** was able to drive more traffic to its website with **Taboola** News. In fact, they became the first publisher in Singapore to use this feature.

Taboola News delivers personalized publisher content across distribution partner platforms like vivo, and more — reaching people when they're most receptive to reading content.

Tens of millions of users across the globe see **Taboola** News content at the right moments, such as when they swipe from their phone's home screen, open their computer's browser, and wake their phone to check notifications.

As a result, **Taboola** News is now the **third-biggest Taboola referral source** for **The Independent Singapore**. **Taboola** News also generates **3% higher views per visit than other sources**. As a trailblazer in its industry, **The Independent Singapore** is now the leading example for how publishers in their country can use **Taboola** to increase website traffic and engagement.