




Outlook

350%

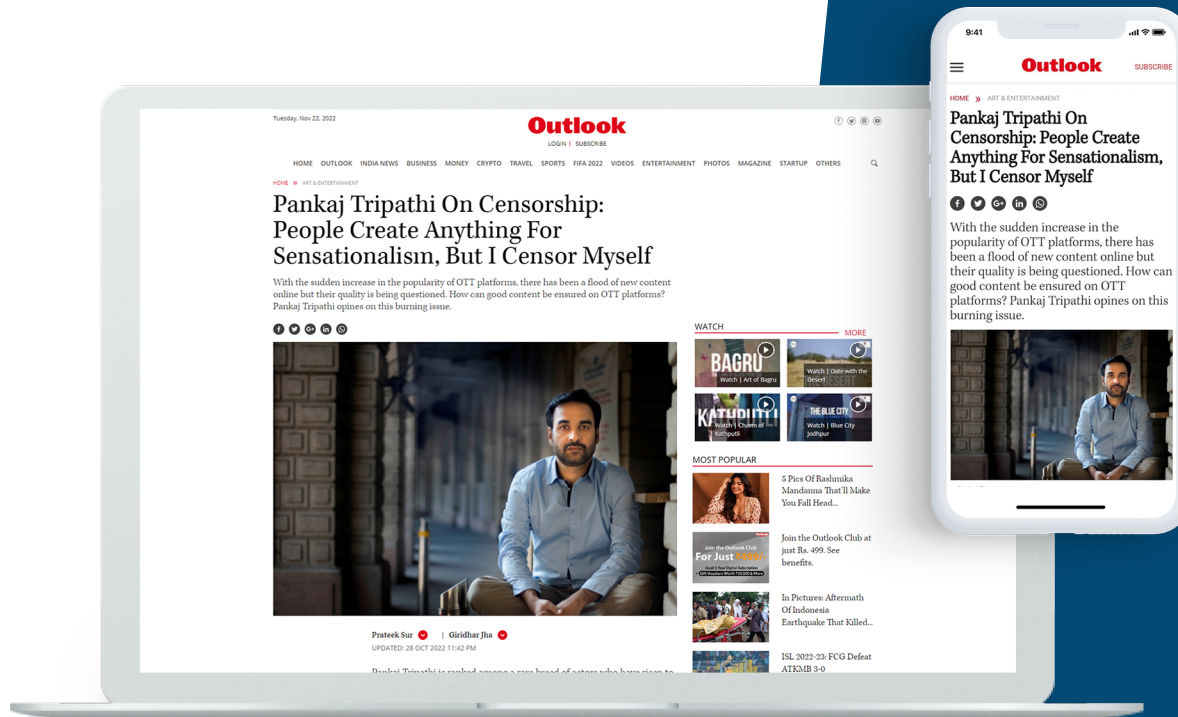
Increase in Revenue Per
Thousand Impressions

20%

Increase in Visibility

 PUBLISHER

**Outlook India Increases RPM
by 350% with Taboola Feed**



COMPANY

Outlookindia.com, relaunched in September 2021 and continued to grow month over month at a high rate for the past year.

CHALLENGE

Create new revenue streams while improving reader experiences with a new monetization partner.

SOLUTION

Implement Taboola Feed on Outlook India's homepage, section pages, article pages, and AMP pages.

RESULTS

With **Taboola**, **Outlook India** generated a **350% increase in RPM** and **20% increase in visibility**.

Outlook India Monetizes Site Content with Custom **Taboola** Ad Placements

Introduction

Outlook's journalists have gone the extra mile since its inception in 1995. They've explored new territories and practiced unbiased journalism, motivated by the faith their readers have come to enjoy. The publication has grown both in reputation and in circulation. Today, **Outlook** carries unmatched authority and occupies its place as a serious, yet conversational news magazine. **Outlook** will continue to be trustworthy, produce unique content, and explore stories that don't often find space elsewhere. **Outlook** will stay vigilant and prioritize both factual news and opinion, without mixing the two.

Outlook India is an online extension of the print magazine. They publish long-form articles about timely issues. They focus on providing well-researched, well-written comprehensive articles. They cover socio-economic issues, politics, international news, lifestyle, entertainment, sports, travel, personal finance, crypto, start-ups and sustainability.



Outlook India Uses Native Ads to Improve Monetization

While **Outlook India's** product team worked to launch the site, the revenue monetization team worked to identify potential revenue streams. They were already using Google AdSense to generate ad revenue and were in the process of setting up a direct ad sales team. Still, they wanted to diversify their monetization efforts, and try using more innovative ad formats.

That's when they found **Taboola**. As the largest content discovery platform, **Taboola** helps publishers monetize their sites with native ads at competitive RPMs (revenue-per-thousand impressions). This is made possible with the **Taboola** Feed, the platform's flagship publisher product.

The **Taboola** Feed uses AI-powered technology to reach on-site visitors with engaging ads. The Feed also runs as a continuous scroll, bringing the familiar experience of social network scrolling to publishers sites across the web.

Looking to maximize monetization opportunities, **Outlook India** implemented the **Taboola** Feed on their homepage, section pages, article pages, and AMP pages. The publisher also requested a custom mid-article ad carousel for mobile articles.

Outlook India Increases Revenue and Visibility with Taboola

Outlook India took advantage of other **Taboola** ad features to drive revenue across devices. They used the Next Up tool, for example, to re-engage users with above-the-fold ad recommendations before they bounce. **Outlook India** also used the Explore More feature to re-engage visitors who came from an external app like iMessage or WhatsApp. When someone clicks away from the publisher page and back to their app, Taboola shows a feed of personalized content recommendations first.

After working with **Taboola**, **Outlook India** generated a **350% increase in RPM** and **20% increase in ad visibility**. The publisher now looks forward to using more of **Taboola's** innovative ad formats to harness new monetization opportunities and increase revenue.