

*"Since our long-term strategic partnership with Taboola began, we have been able to test and implement new tools and products, enhancing content discovery for our users and improving our business performance. As a leading news and content website that enjoys significant traffic to its homepage, we were pleased to be the first partners in Israel to implement Taboola's Homepage for You - which allowed us to strike the right balance between journalistic curation and content personalization. Our experience with the product has shown impressive results, which led us to use it on additional platforms and within more content sections."*

- **Dror Amir**, CPO, ynet

46%

CTR Uplift on  
Taboola-Powered  
Homepage positions

6%

Overall Uplift in  
Organic CTR on  
ynet's Homepage

2.4%

Decrease in  
Bounce Rate



NEWS

**ynet Increases CTR by 46% with  
Taboola's 'Homepage For You'**



## COMPANY

**ynet** is one of Israel's largest and most popular news and content websites, offering comprehensive and diverse coverage for a wide range of topics from Israel and around the world with a focus on breaking news and current events.

## CHALLENGE

Increase organic recirculation and on-site engagement from direct website traffic.

## SOLUTION

Implement **Taboola** 'Homepage for You' to deliver personalized, AI-powered, content recommendations to users.

## RESULTS

With **Taboola**, **ynet** drives a **CTR uplift of up to 46% on Taboola-powered homepage positions**, an overall **6% uplift in organic CTR on the page**, and **2.4% decrease in bounce rate**.

**ynet** Increases Organic Recirculation with **Taboola** 'Homepage For You'

## Introduction

**ynet** is one of Israel's largest and most popular news and content websites, offering comprehensive and diverse coverage for a wide range of topics from Israel and around the world, including politics, business, sports, culture, and entertainment, with a focus on breaking news and current events.

Founded in 2000, **ynet** has become a trusted source of news and information for millions of Israelis, delivering content in Hebrew, English and Russian. ynet's editorial team includes experienced journalists and experts in various fields who work around the clock to provide accurate and reliable information to readers.

In addition to its website, **ynet** also offers a mobile app for iOS and Android devices, allowing users to stay up-to-date with the latest news and information on the go.



## With Taboola, ynet Brings Personalization to the Homepage

As a major publisher, **ynet**'s biggest strength is the amount of daily users and direct website traffic. In fact, 80% of ynet traffic is direct — a much higher portion than traffic from search and social sources. **ynet** has been working with **Taboola** for years to optimize that traffic. Taboola Feed is implemented across all pages and platforms, including the desktop site, mobile site, and apps. **Taboola** Feed delivers personalized content recommendations below articles with a continuous scroll experience, keeping readers engaged and on site.

**ynet**'s editors rely on real-time article insights from Taboola Newsroom — an audience analytics platform for editorial teams — to pinpoint daily readership trends and optimize homepage content. For example, A/B testing tools that improve the click through rate of headlines and images.

Now, **ynet** is the first publisher in Israel to implement **Taboola** 'Homepage For You' — a new offering that leverages **Taboola**'s advanced AI, to deliver curated, personalized homepage content for each website visitor. With 'Homepage For You', **ynet** can maintain full visibility and editorial control over recommended content, clearly defining which stories can be served in each section. **ynet** can also temporarily pause the personalization algorithm as needed in case they want to promote curated content in specific homepage placements.

**Taboola** worked hand-in-hand with **ynet**'s editorial team throughout the Homepage For You implementation process, in order to make sure the new offering was fully aligned with their needs, and customized the algorithm to support their day to day work.

## More Page Views, Lower Bounce Rate: How Taboola Helps ynet Recirculate Direct Traffic and Improve Experiences

**ynet** powers high-visibility article positions on the homepage using **Taboola** 'Homepage For You'. Articles are selected from sections like Hottest Articles, News, Sports, and Economy. The personalized editorial recommendations are powered by **Taboola** Recirculation algorithm stack, which is trained and executed based on common, contextual and personal signals.

As a result, **ynet** drove an **overall CTR uplift of 46% on Taboola-powered positions**, a **6% increase in organic CTR**, and **2.4% decrease in bounce rate**. **Taboola** also helped **ynet increase clicks across top categories** like News and Hottest Articles. For example, **ynet saw a 31% CTR uplift for Hottest Articles content** and **10% CTR uplift for News content**.

**ynet** is now working closely with **Taboola** to implement 'Homepage For You' across its mobile website and native mobile apps. Also, both companies are partnering on gearing 'Homepage For You' to drive and retain subscribers.