

“Our partnership with Taboola developed in stages. From the very beginning, our goal was to create a content recommendation widget that would be user-friendly and also allow us to generate more revenue from this form of collaboration than previous collaborations. Thanks to Taboola Explore More, we have achieved our goals. We have increased both engagement and revenue. Dziennik.pl also drove more traffic to its website with Taboola News, which delivers personalized content across distribution partner platforms like Xiaomi and Oppo.”

- **Robert Głodek**, Deputy Director of Online Advertising, Infor SA

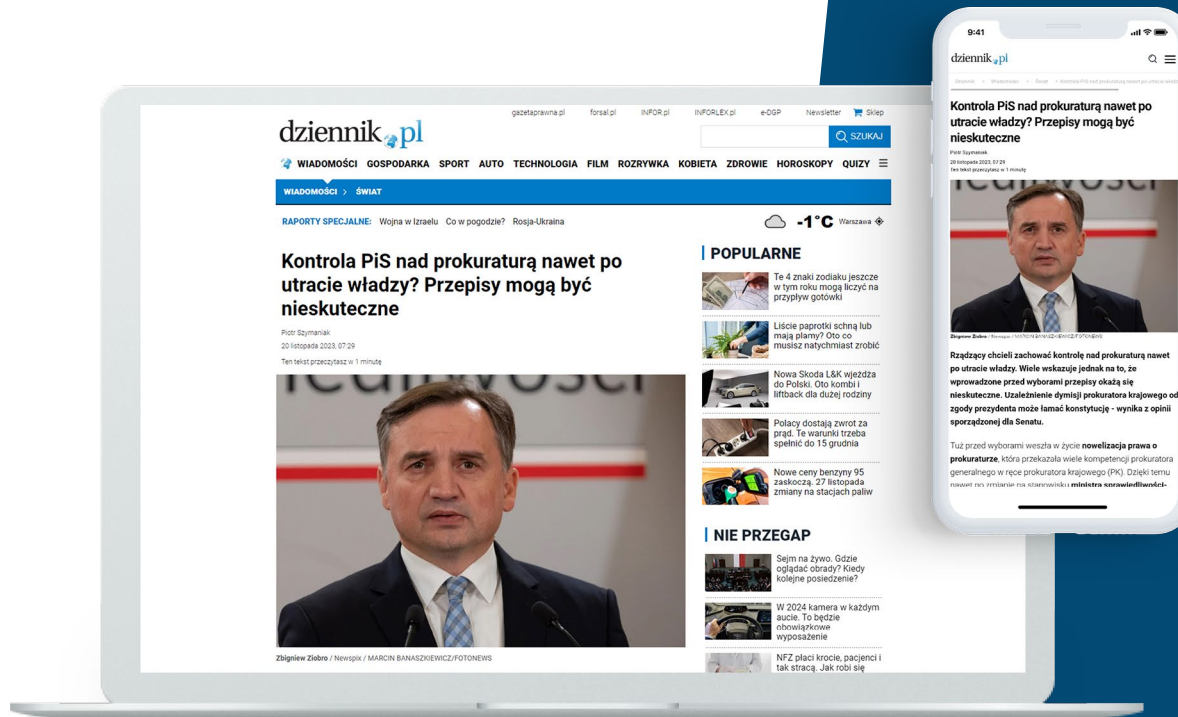


NEWS

**Dziennik.pl Increases RPM by 47%
with Taboola Feed and Explore More**

47%

Increase in RPM
in 12 Months



COMPANY

Dziennik.pl is a news publication for all those who appreciate fast and reliable information on the most important events in Poland and the world.

CHALLENGE

Increase pageviews, on-site engagement, and incremental revenue.

SOLUTION

Implement the **Taboola** Feed and Explore More feature to monetize website content and increase engagement. Also, use **Taboola** News to expand reach across devices and drive traffic back to the site

RESULTS

With **Taboola** Feed and Explore More, **Dziennik.pl** achieved a **47% increase in RPM in 12 months**. **Dziennik.pl** was also able to drive more traffic to its website with **Taboola** News.

Dziennik.pl Monetizes Site Content with Personalized **Taboola** Feed

Introduction

Dziennik.pl is a news publication for all those who appreciate fast and reliable information on the most important events in Poland and the world. **Dziennik.pl** is part of Infor PL SA, the largest Polish provider of professional legal and economic information.

Dziennik.pl publishes information, interviews, analyses, and opinions devoted to both political and economic topics, as well as texts from specific fields: automotive, real estate, health or technology. **Dziennik.pl** also runs the high-quality lifestyle platform rozrywka.dziennik.pl, where readers can find information on film and music premieres, conversations with famous people, travel guides, and dedicated sub-services for women's and men's interests.



Dziennik.pl Drives Incremental Revenue with Taboola Explore More

Dziennik.pl was looking to increase pageviews and drive more revenue from their site content. They'd worked with other content recommendation platforms before but weren't able to achieve their revenue or engagement goals.

Then they found **Taboola**. As a leading content recommendation platform, Taboola helps over 9,000 digital properties acquire new audiences, monetize their content, and generate performance results.

First, **Dziennik.pl** implemented the **Taboola** Feed across their article pages. The Taboola Feed brings the familiar scrolling experience of social networks to publisher sites across the web. Powered by AI technology, the Feed delivers sponsored content to readers once they're done reading an article and ready to consume something new. So publishers can keep them engaged with personalized experiences and drive revenue in the process.

Dziennik.pl also bolstered their monetization strategy with the **Taboola** Explore More feature. Explore More is designed to re-engage readers who visit the site via a referral; this could be a visit from a social platform or search engine. When the visitor has finished reading the publisher's content and clicks back to their original source, they're presented with the Explore More feed of personalized content recommendations. From there, they can engage with additional organic content recommendations that bring the visitor back to the site. The increase in page views delivers incremental revenue for the publisher.

What's more, the inclusion of sponsored content in the Explore More feed drives direct revenue for the publisher.

With Explore More enabled, **Dziennik.pl** achieved a **47% higher RPM** in 12 months.

Dziennik.pl Significantly Increases Traffic with Taboola News

Beyond monetization, **Dziennik.pl** was able to drive more traffic to their website with **Taboola** News. Taboola News delivers personalized publisher content across distribution partner platforms like Xiaomi, Oppo, and more — reaching people across devices when they're most receptive to reading new content.

For example, tens of millions of users across the globe encounter **Taboola** News when they open their phone's browser homepage, view their computer's wake screen, or open their phone's pre-installed news app. **Dziennik.pl** saw a significant increase in page views and website visits with **Taboola** News.

Going forward, **Dziennik.pl** will continue partnering with **Taboola** to enhance on-site experiences and improve engagement. They're already testing out new segmentation tools for driving targeted traffic. Next, they're looking into **Taboola**'s Homepage For You feature, which helps publishers personalize their homepages with A.I.-curated content. Publishers have already achieved a 30-50% increase in CTR by pairing their own editorial insights with Homepage For You's automated solution.