



"Integrating the Taboola Explore More feature across our suite of publishers exceeded our expectations. By keeping readers on our sites, we saw our Taboola revenue increase fourfold. Overall, this Taboola partnership has provided crucial opportunities to innovate and enhance their growth."

- Linda Vetter, Partner & Publisher Manager, FUNKE Digital GmbH

35%

Of Revenue
Generated with
Explore More

Nearly

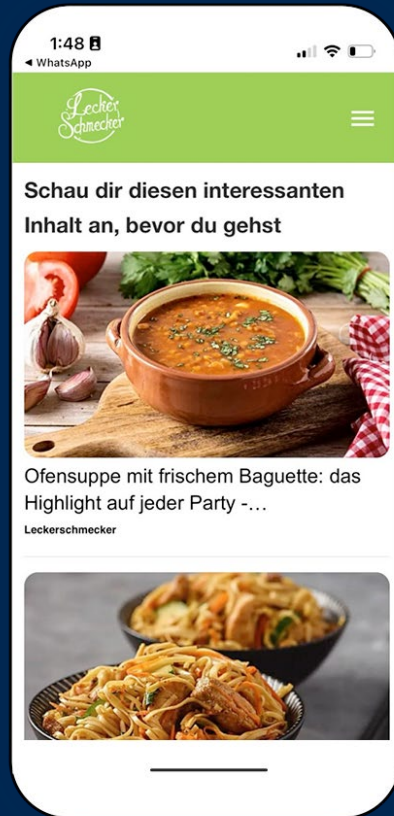
20%

Increase in CTR for
Organic Content
with Explore More



FOOD

**Leckerschmecker.me Generates
35% of Revenue from Taboola
Explore More**



Leckerschmecker.me Keeps Readers On Site & Engaged with Taboola Explore More

COMPANY

Leckerschmecker.me, part of FUNKE Mediengruppe, provides daily creative recipes that inspire readers with new ideas for cooking and baking.

CHALLENGE

Increase revenue and on-site engagement.

SOLUTION

Implement **Taboola** Explore More to increase organic recirculation and revenue.

RESULTS

With **Taboola**, **Leckerschmecker.me** significantly increased revenue, page views, and organic recirculation.

Introduction

Leckerschmecker.me is part of FUNKE Mediengruppe, one of the largest media houses in Germany. Since 2016, **Leckerschmecker.me** has been providing millions of fans with creative and delicious recipes that inspire them with new ideas for cooking and baking.



Leckerschmecker.me Monetizes Site Content with Taboola Feed

Leckerschmecker.me was looking for new ways to increase revenue and on-site engagement. The challenge was that the publisher was highly dependent on indirect traffic from channels like Google and social media platforms. To meet their goals, **Leckerschmecker.me** needed to diversify their monetization and engagement solutions.

That's where **Taboola** came in. **Taboola** gives over 9,000 premium publishing partners the tools to better monetize their websites and keep readers engaged with personalized, recommended content.

To start, **Leckerschmecker.me** integrated the **Taboola** Feed across their homepage and article pages, meeting readers with sponsored content that matches their interests. **Leckerschmecker.me** wanted to expand this revenue success to other placements and added **Taboola** to their header bidding and backfill solutions. **Taboola** is a competitive adapter; currently number 2 among 23 bidders when looking at sales. Still, they were looking to take their monetization and engagement strategy to the next level. That's when their **Taboola** account manager suggested **Taboola** Explore More.

Leckerschmecker.me Drives Nearly 20% Increase in CTR for Organic Content with Taboola Explore More

Taboola Explore More is designed to keep visitors on site by presenting them with additional recommended content just before they leave. When people visit from an external source, such as Google or Facebook, and then click out to go back to that source, Explore More meets them with a feed of personalized articles to check out. By implementing Explore More, **Leckerschmecker.me** was able to not just re-engage visitors but also increase revenue from their time on site.

With these **Taboola** solutions enabled, **Leckerschmecker.me** saw a **significant increase in revenue, organic recirculation, page views, and engagement**. In fact, **Explore More now makes up 35% of the publisher's revenue**. On top of that, Explore More contributed to a **nearly 20% increase in CTR for organic content**.

After this success with **Leckerschmecker.me**, the FUNKE Mediengruppe now plans to roll out **Taboola** Explore More across several other publisher sites, further increasing revenue and engagement at scale.