



NEWS

Gazeta de São Paulo Achieves 21% Increase in Taboola Revenue with Taboola Push Notifications

GAZETA DE S.PAULO

"This partnership opportunity with Taboola arose at an ideal moment, as we were proactively seeking advertising solutions to increase revenue and engagement. We were psarticularly impressed with the Taboola Feed, since its scrolling format aligned so well with our editorial layout. Ultimately, we implemented a range of Taboola tools across our entire website and workflow, including Taboola Newsroom, Push, and Audience Exchange, leading to a big increase in page views."

– **Daniel Villaça Souza**, President Director,
Gazeta de São Paulo

21%

Increase in Taboola
Revenue with
Taboola Push

13%

Increase in Traffic with
Taboola For Audience

3%

Of Total Traffic
Attributed to Taboola
Push in First 2 Months



Gazeta de São Paulo Creates Tailored Audience Experiences with Taboola for Audience Solution

COMPANY

Gazeta de São Paulo delivers relevant and important news about the city and state of São Paulo, always focused on a commitment to independence and credibility.

CHALLENGE

Improve website monetization, sponsored content quality, and audience reach.

SOLUTION

Implement the **Taboola** Feed of organic and sponsored content across the homepage and article pages, using **Taboola** Newsroom to gain valuable audience insights. Launch Taboola Push Notifications to reach new readers and increase on-site revenue.

RESULTS

Gazeta de São Paulo achieved a **21% increase in Taboola revenue** with **Taboola** Push and **13% increase in traffic** with **Taboola** For Audience. **Taboola** Push now accounts for **3% of the publisher's total traffic**.

Introduction

Gazeta de São Paulo's mission is to disseminate relevant and important news about the city and state of São Paulo, always focused on a commitment to independence and credibility.

Gazeta de São Paulo produces quality daily content for digital and print platforms, with the aim of keeping their audience well informed with dynamic and reliable journalism.



Customized Taboola Feeds Boost Website Engagement for Gazeta de São Paulo

Gazeta de São Paulo was looking to achieve three primary objectives: improve website monetization, enhance the quality of their sponsored content, and increase audience reach. For the publisher, these needs became particularly pressing as market changes in the industry led to significant shifts in user behavior and reduced page views.

Gazeta de São Paulo was actively exploring native advertising solutions to support these goals and elevate their digital performance.

That's where **Taboola** came in. **Taboola** is designed to help publishers meet their audience and monetization objectives with a range of solutions, providing them with innovative tools to unlock new revenue and engagement opportunities.

Gazeta de São Paulo leveraged **Taboola's** Audience Solution across their website to achieve their goals. To start, the publisher implemented the **Taboola** Feed of recirculated organic content and high-quality sponsored content on their homepage, category pages, and article pages. The **Taboola** Feed brings the familiar scrolling experience of social apps to publisher properties, helping users discover more content and stay longer on site.

In fact, **Gazeta de São Paulo** created custom **Taboola** Feed implementations for different user sections, such as an organic content feed for loyal users on the homepage. The publisher also added Audience Exchange cards of recommended content to their feeds on article pages, exchanging traffic with their partner publication, Diário do Litoral.


Customized Taboola Feeds Boost Website Engagement for Gazeta de São Paulo

Once the **Taboola** Feeds were active, **Gazeta de São Paulo** next integrated the **Taboola** Newsroom into their workflow. Newsroom is an audience analytics platform that provides publishers' editorial teams with real-time insights to harness trends and increase engagement.

With this Newsroom data at their fingertips, **Gazeta de São Paulo** was able to better understand their audience and make the best decisions to meet their goals, such as by

creating and pushing content that matched their readers' interests. This also meant that their teams were able to save more time in preparing agendas and optimizing their strategies.

Along the way, **Taboola's** account management team also provided personalized recommendations to help the publisher increase engagement, recirculate content, and unlock opportunities for monetization.



Taboola Push Increases Page Views & Revenue for Gazeta de São Paulo

Once **Gazeta de São Paulo** had the insights to create the right content for their readers, they used **Taboola** Push notifications to send that content directly to target audiences. Since the publisher had never worked with a push notification provider before, **Taboola** helped them build their push audience and strategy from scratch. With **Taboola** Push, **Gazeta de São Paulo** was able to reach readers with real-time browser alerts about relevant, trending, and personalized content, further driving page views and engagement.

Taboola For Audience has been incredibly effective at helping **Gazeta de São Paulo** achieve their revenue and engagement goals. Since the beginning of this partnership, **Gazeta de São Paulo** has seen a **21% increase in Taboola revenue with Taboola Push** and **13% increase in traffic with Taboola for Audience**. After just the first two months of launching, **Taboola** Push accounted for **3% of the publisher's total traffic**, and this engagement only continues to grow.

After this initial success, **Taboola** is now one of **Gazeta de São Paulo's** top partners for retaining monthly revenue and enhancing engagement on its digital platforms.