



"By integrating Taboola Push notifications for the first time, we've been able to significantly boost audience engagement, and Push has already become a key driver for our revenue growth. What really sets Taboola apart is their use of AI technology, which automates the process so our editorial team doesn't have to manually send each notification. This has freed up valuable time for content creation while still delivering great results."

- **Ana Moja**, Marketing Director, Medios Deportivos



SPORTS

Medios Deportivos Drives 37% Increase in Taboola Revenue with Taboola Push Notifications

37%

Increase in
Taboola Revenue

7%

Increase in
Incremental
Page Views



Taboola Push Reaches Users with Recommended Content Based on Their Interests & Behaviors

COMPANY

Medios Deportivos is a leading sports media publisher based in Spain.

CHALLENGE

Monetize high volumes of web traffic and improve audience engagement.

SOLUTION

Implement **Taboola** Push notifications to reach subscribers with personalized organic and sponsored content, increasing traffic and revenue while deepening user loyalty.

RESULTS

With **Taboola**, **Medios Deportivos** achieved a **37% increase in Taboola revenue** and **7% increase in incremental page views**.

Introduction

Medios Deportivos is a leading provider of sports content, reaching 1.5 million unique users monthly across a portfolio of websites and digital platforms, including [Puntodebreak.com](https://puntodebreak.com), [Fichajes.net](https://fichajes.net), and [Blogdebasket.com](https://blogdebasket.com). Over the last decade, **Medios Deportivos** has built a strong presence in Spanish-speaking markets and has recently expanded its influence to English-speaking countries.

Through web, mobile, and radio, **Medios Deportivos** adapts its services to meet evolving audience needs, staying ahead of media consumption trends and solidifying their role as a key industry player.



Medios Deportivos Maximizes Engagement with Personalized, AI-Powered Push Notifications

Medios Deportivos was facing a common challenge for today's leading digital publishers: Find new ways to effectively monetize on-site experiences while improving audience engagement. **Medios Deportivos** had no trouble attracting significant traffic across their network of websites, however, their dependence on traditional advertising models and third-party referral sources limited both revenue growth and the ability to build deeper, more meaningful connections with their audience.

As a result, **Medios Deportivos** needed an innovative solution that would allow them to directly engage users, diversify revenue streams, and provide a more personalized experience for their growing and increasingly global readership.

That's where **Taboola** came in. As a leading performance-oriented platform, Taboola provides the tools publishers need to better monetize their content and enhance customer experiences across the open web.

To address their specific challenges, **Medios Deportivos** began by implementing **Taboola** Push notifications on their site **Fichajes.net**. This solution harnesses the power of **Taboola's** growth engine to automatically deliver personalized, timely, AI-powered content directly to subscribers based on dozens of signals, including their browsing behavior and interests.

This strategy enabled **Medios Deportivos** to engage users even when they were not actively on the site, driving more consistent traffic and improving user retention. The publisher's real-time editorial content notifications also included a small amount of sponsored content to help **Medios Deportivos** generate revenue even before they visited the site.

Medios Deportivos Increases Incremental Page Views by 7% With Taboola Push

Taboola's account management team played an integral role throughout **Medios Deportivos'** entire journey, ensuring that each feature was seamlessly implemented and providing exceptional support to track and optimize results.

The results were clear: With **Taboola's** solutions enabled, **Medios Deportivos** achieved a **37% increase in Taboola revenue**, demonstrating a clear return on investment and significantly higher monetization of their traffic. On top of that, **Medios Deportivos** generated a **7% increase in incremental page views for Fichajes.net**, resulting in more engaged visitors and additional opportunities for content exposure and revenue generation.