

*"Taboola has provided exceptional support in helping us implement and track the performance of our push notifications. We're particularly proud to leverage Taboola's AI capabilities, which have enabled us to deliver more engaging content to our customers and significantly boost our revenue streams — all without putting an extra burden on our editorial teams."*

– **Mathew Shahi**, Digital Growth Expert,  
Nation Media Group



NEWS

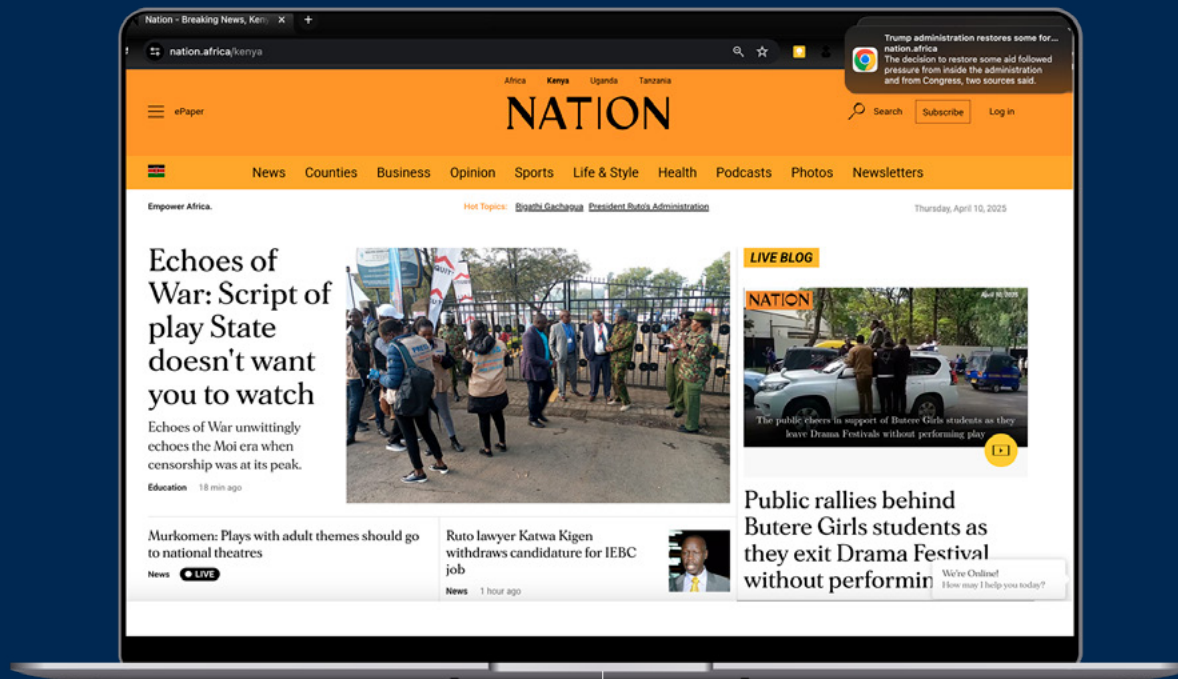
## Nation Media Group Achieves 35% Increase in Revenue for Daily Nation Site with Taboola Push Notifications

35%

Increase in  
Taboola Revenue

3%

Increase in Incremental  
Page Views



**Taboola** Push Delivers Tailored Content Directly to **Nation Media Group** Readers

## COMPANY

**Nation Media Group** is the largest independent media house in East and Central Africa with operations in print, broadcast, and digital media.

## CHALLENGE

Diversify and expand revenue streams for their digital properties.

## SOLUTION

Implement **Taboola** Push notifications to automatically reach users with personalized content recommendations.

## RESULTS

With **Taboola** Push notifications, **Nation Media Group** generated a **35% increase in revenue** and **3% increase in recirculation** for their largest site, Daily Nation.



## Introduction

**Nation Media Group** is the largest independent media house in East and Central Africa with operations in print, broadcast and digital media, which attract and serve unparalleled audiences in Kenya, Uganda, Tanzania, and Rwanda. **Nation Media Group** operates 30 distinct media outlets, including Daily Nation, The Citizen, NTV Kenya, and Nairobi News.

As a brand, **Nation Media Group** is committed to generating and creating content that will inform, educate, and entertain consumers across different platforms, keeping in mind the changing needs and trends in the industry.




## **Nation Media Group Unlocks New Revenue Stream Opportunities with Taboola Push**

As the largest independent media house in East and Central Africa, Nation Media Group was actively seeking ways to diversify and expand their revenue generation strategies beyond traditional channels. While they were already attracting large, engaged audiences across Kenya, Uganda, Tanzania, and Rwanda, Nation Media Group wanted to harness new technologies to improve monetization and user experiences. Specifically, they were looking for innovative solutions that would drive results without adding extra work for their editorial teams.

To that end, **Nation Media Group** implemented **Taboola** Push notifications — real-time, personalized, and automated alerts that reach users even when they're not on-site. Powered by **Taboola's** growth engine, **Taboola** Push delivers tailored content directly to users based on their browsing preferences and behaviors, creating a new traffic source and opportunities for monetization through sponsored notifications.

This efficient and automated solution allowed **Daily Nation, Nation Media Group's** largest site, to consistently engage subscribers without requiring editorial involvement. Meaning, instead of investing time on manual push notification management, their editorial teams could focus on core responsibilities and optimizations for continued success.



## **Nation Media Group Increases Recirculation & Engagement with Taboola Push Notifications**

The results were outstanding. By integrating **Taboola** Push notifications into their monetization strategy, **Daily Nation** was able to generate a **35% increase in revenue driven by Taboola** and **3% increase in recirculation** for Daily Nation.

Following the success of this initiative, **Nation Media Group** now plans to implement **Taboola** Push notifications across their entire network of digital properties, unlocking even more opportunities to drive revenue and engagement.