

*"Since the start of our strategic partnership with Taboola, we have successfully tested and implemented new tools and products, improving engagement and monetization. Delivering relevant experiences and recommendations to El Nacional's users is essential and Taboola is a key partner to further enhancing content discovery and business performance."*

- **Albert Terradas i Cumalat**, CEO, Grup les  
Notícies de Catalunya



NEWS

**El Nacional achieves 65% increase  
in Organic CTR and 56% increase  
in Taboola Ad Revenue with Article  
Page Personalization Solution**

**65%**

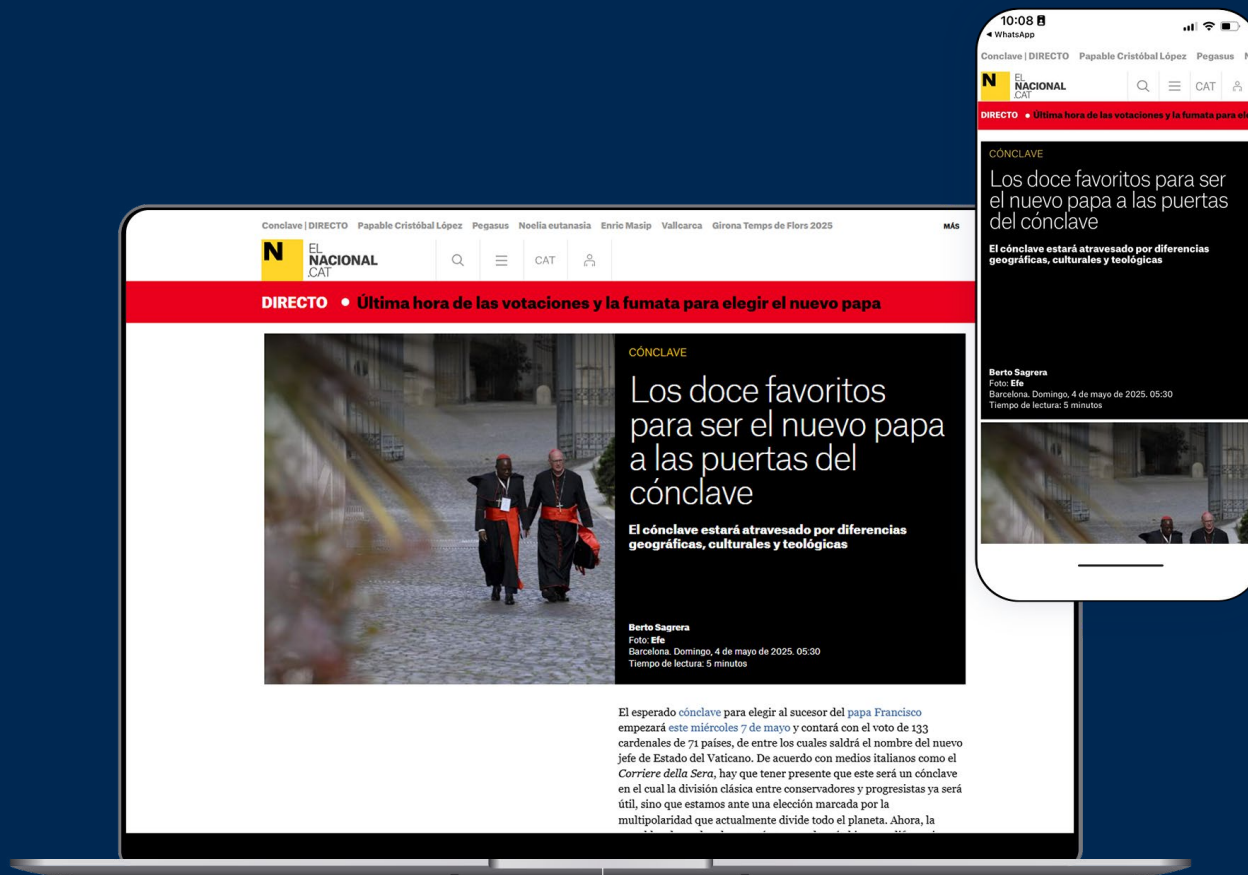
Increase in CTR on  
Organic Content

**56%**

Increase in Taboola  
Ad Revenue

**15%**

Of Total Organic Traffic  
attributed to Taboola



Taboola empowers **El Nacional** to enhance user experiences by leveraging Personalized Content Placements

## COMPANY

**El Nacional**, part of Grup Les Notícies De Catalunya, is a leading Catalan news publication and a key reference in Catalonia.

## CHALLENGE

Increase engagement and revenue by optimizing on-site experiences and unlocking new monetization opportunities compared to their previous mid-article setup.

## SOLUTION

Implement **article page personalization solutions** of AI-powered organic and sponsored content to recirculate traffic and increase time on site.

## RESULTS

With the optimized **Taboola** placements, **El Nacional** achieved a **65% increase in organic CTR** and **56% increase in Taboola ad revenue**. **Taboola** now accounts for **15% of El Nacional's total organic traffic**.



## Introduction

**El Nacional**, part of Grup Les Notícies De Catalunya, is a leading Catalan publication that focuses primarily on current affairs in the political, economic, social, cultural, and sports sectors, with special attention to the local news in Catalonia, being the top Catalan audience platform.

**El Nacional** is published in Catalan and Spanish, and uses the digital environment as its primary channel for expression and ongoing interaction with its readers and the wider public.

**El Nacional** is among the top-five media outlets with the most reach and visibility on Google Discover in Spain.



### El Nacional generates 70% Boost in RPM compared to their previous mid-article set up

**El Nacional** was looking for new ways to optimize their website content with the goal **of increasing visitor engagement and revenue**. While the publisher was driving traffic from sources like Google Discover, they were seeking innovative strategies to keep those users on-site and better monetize their experiences.


As a leader in performance marketing solutions, **Taboola** had the tools to make that happen. After beginning their partnership in 2022, **Taboola** and **El Nacional** formed an integral collaboration, and **Taboola quickly became a true extension of the publisher's team**. Through tailored advice and responsive support, **Taboola** helped **El Nacional** emerge as one of the most optimized publishers in the Spanish market.

It all started with leveraging Taboola's audience solutions. Elevating the user experience. Audience Personalization delivers AI-powered, personalized ads and content recommendations precisely when readers are most likely to engage with fresh material. This **allows users to discover more content, stay longer on site, and drive significant revenue growth**.

Over the course of six months, **Taboola** and **El Nacional** collaborated closely to build a customized design based on best practice recommendations and ran tests to enhance the user experience.

"This was our first time embarking on such a long-term project," said Albert Terradas i Cumalat, CEO at Grup les Notícies de Catalunya. "After working on the Audience Personalization feature optimization, our collaboration has deepened even further, **reinforcing our trust in Taboola as a key technological partner**. Our goals align with theirs: Both teams are hyper-focused on cultivating direct relationships with users to stabilize traffic growth and drive sustainable business outcomes."

After launching this optimized Mid-Article **Taboola** module, **El Nacional** saw a remarkable **65% increase in organic CTR, 56% increase in Taboola ad revenue, and 70% boost in RPM** compared to the previous mid-article setup.



## **El Nacional increases engagement across the funnel with Taboola Solutions**

Taboola has also helped **El Nacional** enhance experiences across the conversion funnel to improve user acquisition and nurture audience relationships.

For example, **El Nacional** integrated **Taboola's Video Reel** and **Header Bidding** solution on their homepage to increase revenue from programmatic ad placements and optimize their CPCs. Additionally, **El Nacional** implemented the **Taboola Explore More** feature to re-engage visitors with relevant organic content and keep them on their mobile pages longer.

These updates significantly boosted monetization while also enhancing organic content recirculation across the site, **increasing CTR by 40% in 2024 (YoY) and 100% since 2022. In fact, more than 30% of the traffic driven by Taboola to El Nacional now comes from Explore More**, underscoring its significant impact on both engagement and traffic generation.

## **Taboola now drives 15% of El Nacional's Total Organic Traffic**

Since 2022, **Taboola** has become a leading revenue channel for **El Nacional**. Apart from that, **Taboola now accounts for 15% of El Nacional's total organic traffic**, making it a critical driver of content recirculation.

This successful partnership between **El Nacional** and **Taboola** stands as a prime example of teamwork and collaboration. It will only continue to grow as we work together to explore new ways to improve user experiences, engagement, and monetization across the web.