



Case Study

SAYS



"For many years, Taboola has been a relevant and effective partner for driving content-engaged audiences to our websites. Realize's advertising solutions align with our goals as a publisher, allowing us to engage users where content is already being consumed."

- Nicole Chua, General Manager of
Business Operations, REV Media Group

130%

Higher Time Spent
on Site Compared
to Average Across
Other Channels

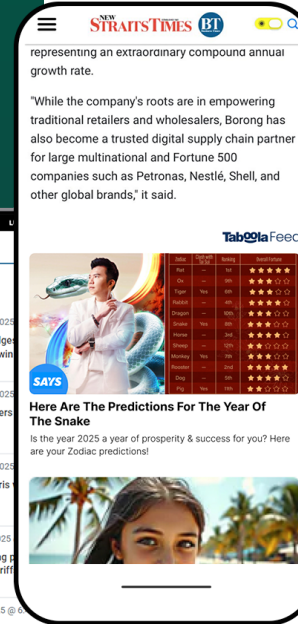
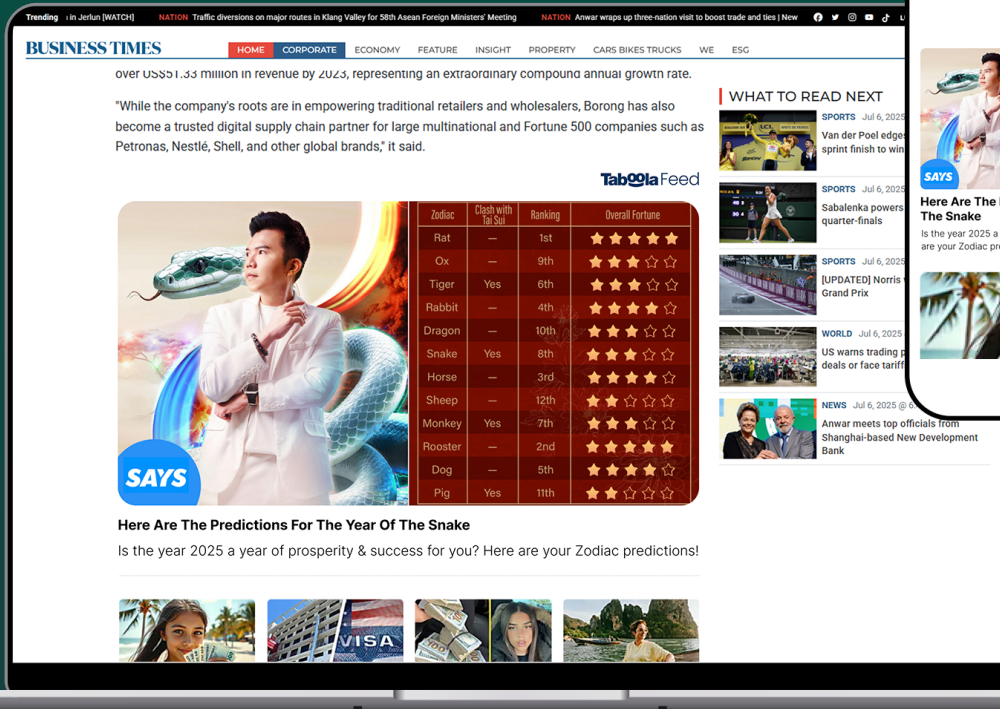


NEWS

REV Media Group Increases Time Spent Per Session with **Realize Ads**



Case Study



COMPANY

REV Media Group is Malaysia's leading digital publisher, reaching more than 10 million monthly active users through a trusted portfolio of 37 news and lifestyle brands.

CHALLENGE

Reach high-quality audiences for **SAYS** social news platform.

SOLUTION

Run an always-on **Realize** ad campaign to reach target audiences across the web and drive high-quality traffic to the **SAYS** website.

RESULTS

Visitors from the **Realize** campaign spent **130% more time on site** compared to the average across all channels for **REV Media Group's** sponsored content.



REV Increases Traffic to Publisher Site with **Realize** Ads



Case Study

Introduction

REV Media Group is Malaysia's leading digital publisher, reaching more than 10 million monthly active users through a trusted portfolio of 37 news and lifestyle brands. REV's platforms cater to diverse audiences across Malay, English, and Chinese languages, delivering meaningful content that informs, entertains, and inspires.

With over a decade of experience in digital innovation, **REV Media Group** leverages cutting-edge technology, data-driven strategies, and creative storytelling to redefine how audiences and brands interact in the digital space.





Case Study

REV Drives High-Quality Traffic with Always-On Realize Campaign

REV Media Group was looking to drive high-quality traffic to one of their publisher sites, **SAYS**, Malaysia's leading social news platform. Specifically, **REV** wanted to increase key engagement metrics like time spent per session, page views, and cost-per-click (CPC).

Taboola, a global leader in delivering performance at scale, had the tools **REV** needed to achieve their goals. With **Realize**, **Taboola's** AI-powered ad platform, advertisers can expand their reach and drive measurable results beyond other channels.

REV launched an always-on campaign of **Realize** sponsored content and motion ads, which were distributed across a curated selection of premium publisher websites. With these targeted ad placements, **REV** was able to reach high-quality audiences and drive them to **SAYS**, where they could engage with more content that matched their interests.



Case Study

Realize Generates 130% More Time on Site Compared to Average Across REV's Channels

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REV took their targeting strategy to the next level by integrating the Pixel, enabling them to track and analyze user behavior more effectively. This valuable data allowed them to deliver highly personalized and relevant ads, enhancing the overall user experience and driving better engagement.

Throughout the entire process, **REV** received custom recommendations from their **Taboola** account management team and gained hands-on guidance for managing **Realize** ads across publisher sites. They also gathered real-time insights to optimize their targeting strategy and enhance performance.

The results were outstanding: Website visitors from **Realize** ads spent **130% more time on site compared to the average** across all of **REV's** sponsored content channels. By partnering with **Taboola**, **REV** not only achieved their CPC goal but also increased high-quality traffic and improved their key engagement metric of time spent per session.