



Case Study

Cineulagam

IBC தமிழ்

Lankasri

தமிழ்விண்

"Taboola has been a trusted partner of ours since 2020. We continue to rely on them for monetization and engagement solutions that we can use across all of our websites. Five years into our partnership, and we continue to find new ways to increase key metrics for our publications and enhance audience experiences. The Taboola Feed and data from the Taboola Newsroom have been particularly valuable in helping us reach our goals."

- Kanesu Balasuresh, CEO, Lankasri



MEDIA COMPANY

Lankasri Achieves **8.7% Pageview Uplift** with Taboola Audience Solutions

8.7%

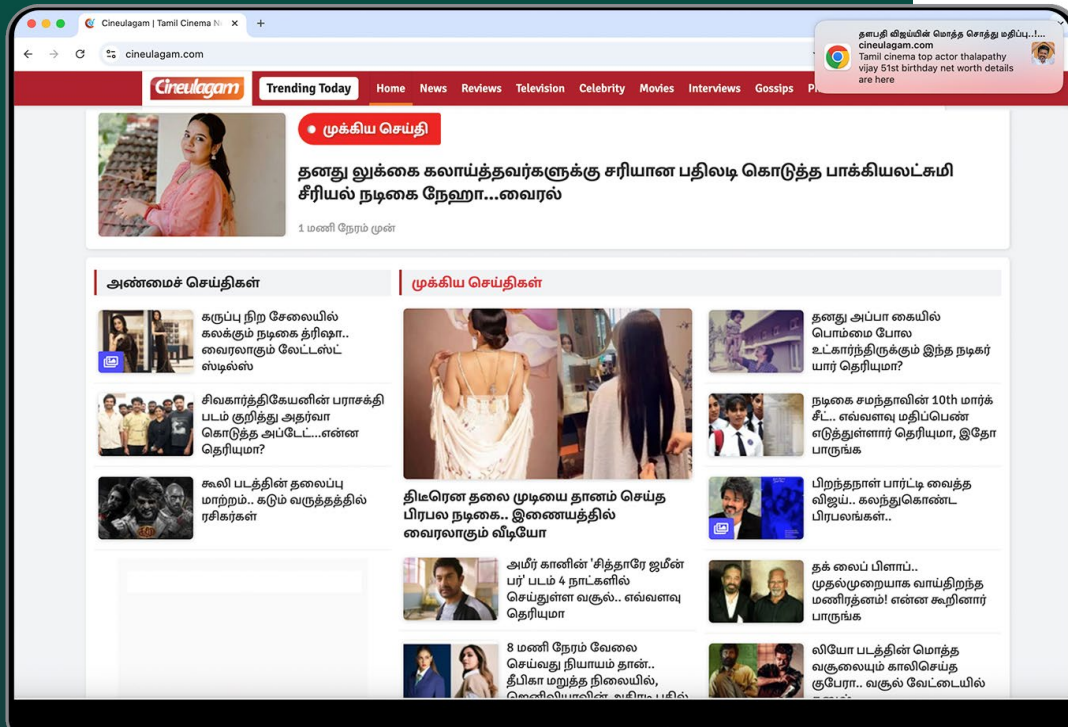
Total Pageview Uplift in Q1 2025

6.3%

Of Total Pageviews Driven By Taboola Recirculation Solutions in Q1 2025



Case Study



Lankasri Boosts Site Engagement with Taboola Push

COMPANY

Lankasri is a premiere online Tamil media company that operates a network of more than 10 websites for audiences across the world.

CHALLENGE

Increase audience engagement, pageviews, and recirculation.

SOLUTION

Leverage **Taboola's** audience solutions, including **Taboola Newsroom**, **Taboola News**, and **Push Notifications** to increase website traffic. Implement **Taboola Feed**, **Explore More**, and **organic content widgets** to increase recirculation.

RESULTS

In total, **Taboola's** audience solutions generated an **8.7% pageview uplift** for **Lankasri** in Q1 2025.



Case Study

Introduction

Lankasri is a premiere online Tamil media company operating a network of more than 10 websites—including Cineulagam.com and Lankasri.com—as well as online radio, YouTube, and TV channels. The publisher covers a range of general and local news, lifestyle, and entertainment content.

Lankasri reports in the Tamil and Sinhala languages for Sri Lanka and Indian Tamil Nadu regions, and people speaking these languages all over the world.





Case Study

Lankasri Drives Pageviews with Taboola News & Push Notifications

As a leading Tamil media company, **Lankasri** was looking for new ways to enhance their audience experiences and increase key website engagement metrics. To achieve this goal, **Lankasri** turned to long-time partner **Taboola**.

Taboola helps publishers increase revenue, engagement, and growth with a suite of AI-powered audience and monetization tools. **Lankasri** had been working with **Taboola** since 2020, leveraging a range of solutions across their network of sites. Most notably, they implemented the Taboola Feed to reach audiences with targeted sponsored content on article pages.

For this latest initiative, **Lankasri** harnessed **Taboola**'s audience solutions to drive pageviews and on-site engagement. Specifically, the publisher leveraged **Taboola** News to get in front of new audiences. **Taboola** News distributes premium publisher content across devices from providers like Samsung and Lenovo. It allows publishers to reach mobile device users with personalized feeds of content at exclusive touchpoints.

Lankasri relied on the **Taboola** Newsroom to gather actionable audience data and insights for their editorial teams. With access to **Taboola**'s massive data set, editors can monitor article engagement and trending topics to make more informed decisions for their readers. For example, publishers can see which topics are gaining traction across the **Taboola** network and which types of content their repeat visitors engage with.

Lankasri strategically leverages the insights and capabilities of Newsroom to power their editorial push notifications using Taboola Push solution across all sites. Taboola Push allows them to deliver a well-balanced experience, combining auto-personalized notifications with curated editorial notifications. This approach effectively drives readers back to their sites and increases reader engagement.



Case Study

Taboola Becomes Top-5 Traffic Referral Source for Lankasri

Lankasri leveraged several **Taboola** tools to increase traffic recirculation across their sites. They populated the **Taboola** Feed with organic content, for example, inviting readers to check out more articles that matched their interests. They also implemented **Taboola** Explore More. This feature re-engages visitors who click to leave with recommended articles, keeping them on the site longer.

In total, **Taboola**'s audience solutions generated an **8.7% pageview uplift** for **Lankasri** in Q1 2025. The recirculation solutions, specifically, contributed to **6.3% of total pageviews** for the publisher. Meanwhile Push Notifications generated nearly **2% of total pageviews**. After driving a number of website visitors, **Taboola** became one of **Lankasri's top-5 traffic referral sources**.