



NEWS

The Independent Grows Push Subscribers from 46K to 1M in 7 Weeks with Taboola Push

The  INDEPENDENT

"Taboola's integration has been transformational in driving up push notification registrations, allowing us to reach audiences with the stories that matter most. We're particularly impressed by the level of personalisation offered by Taboola's platform, which frees up valuable editorial time while driving strong audience engagement. This goes far beyond the less powerful one-size-fits-all systems traditionally associated with push notifications."

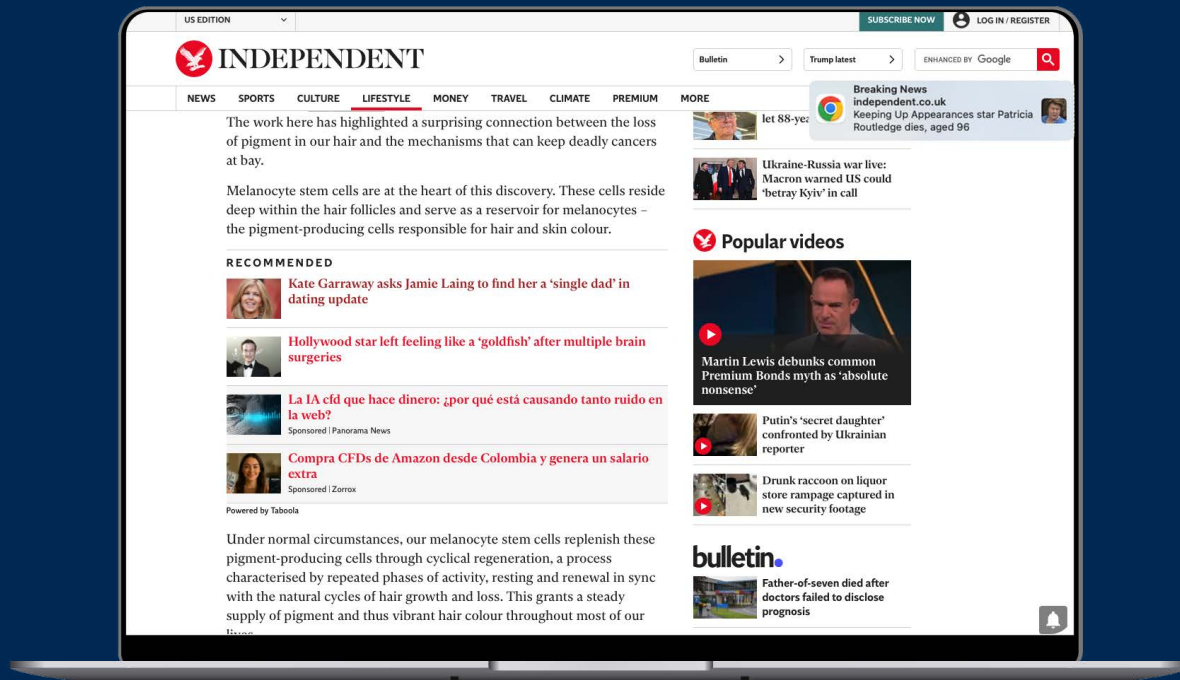
- **Chloe Hubbard**, UK Editor at The Independent

1M+

Push notification
subscribers in 7 weeks

2%

Of total traffic driven
by Taboola Push



COMPANY

The Independent is a leading UK-based digital news brand and a top ten news brand in the US, read by around 21 million people across the world.

CHALLENGE

The Independent needed a more sophisticated push notification solution to replace their underperforming supplier and reduce editorial workload.

SOLUTION

The Independent expanded its partnership with **Taboola** by adding **Taboola Push**, combining automated personalized notifications with manual alerts for breaking news through **Taboola Newsroom**.

RESULTS

Taboola Push now drives 2% of The Independent's total traffic, with active subscribers growing from 46,000 to over 1 million in just 7 weeks.

Introduction

The Independent is a leading UK-based digital news brand and a top ten news brand in the US, read by around 21 million people across the world.

Founded in 1986 with a purpose to challenge, debate and make change happen, **The Independent** became the first of the quality news brands to become fully digital in 2016. Publishing from 12 countries and in six languages, with a network of global correspondents, **The Independent** is a truly global news organization committed to integrity, inclusion, innovation and independence as its guiding principles.



The Independent Adopts Taboola Push for Personalized Reader Re-engagement

The Independent wanted a more sophisticated push notification solution to replace their previous supplier, with the aim of generating deep user engagement and driving direct, loyal, and repeat visits to their website. Traditional push solutions lacked personalization and were time-consuming for busy editorial teams, making it hard to reach readers effectively, at scale, and in a timely manner.

The Independent decided to adopt **Taboola Push**, a web-based notification tool that lets publishers send real-time alerts directly to readers' desktop or mobile browsers, even when they're not actively on the site. **Taboola Push** offers both manual notifications that editors can write and schedule themselves, and automated personalized notifications powered by Taboola's AI that are tailored to individual readers.

By adopting **Taboola Push**, **The Independent** gained a personalized, automated notification system that boosted engagement, while allowing journalists to send notifications manually for breaking news. The platform delivers personalized alerts at scale, sending notifications based on Taboola's advanced algorithm. That algorithm uses over 100 different audience signals to provide the most relevant, interesting and timely content for each subscriber, saving valuable editorial time in the process.

In addition, journalists can send out notifications for urgent news as it happens using **Taboola's** Newsroom analytics platform, where they can also monitor the performance of the alerts in real-time. Once implemented, active subscribers grew from 46,000 with their previous supplier to more than 1 million in just seven weeks. Today, **Taboola Push** drives 2% of The Independent's overall traffic.

Taboola Push Extends The Independent's Comprehensive Personalization Strategy

Taboola Push is the latest audience solution adopted by **The Independent**, which already uses a comprehensive suite of **Taboola's** personalization solutions across its site. The publisher leverages Homepage For You to deliver curated, AI-powered editorial recommendations on the homepage, **Taboola** Feed for organic recirculation below articles, and Article For You mid-article to show a tailored mix of editorial and sponsored content that encourages deeper recirculation.

Together, these solutions create a seamless personalization experience across **The Independent's** entire site, using AI to surface the stories each reader is most likely to engage with at every touchpoint. **Taboola's** AI-powered mid-article content recommendations alone have increased editorial recirculation by 43%.

By working with Taboola across its entire ecosystem, **The Independent** has built a data-driven personalization strategy that keeps readers engaged, drives traffic, and supports both editorial goals and revenue growth.

