news.de

"Taboola has become our largest traffic source and generates half of news.de's display revenue. What makes the partnership work is their ability to deliver results across multiple products like Feed, Push, and Taboola News without disrupting the reader experience. It's the combination of reach and monetization that matters."

- Corina Lingscheidt, *CEO, MM New Media GmbH*

NEWS

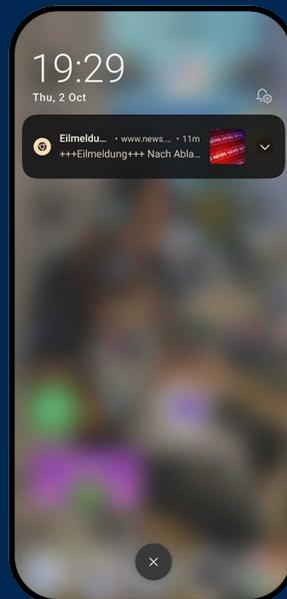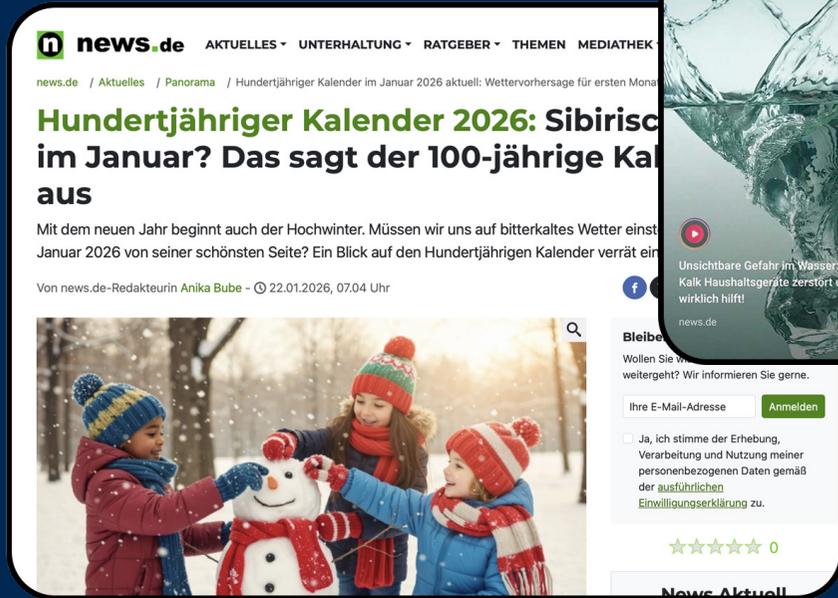## MM New Media's news.de drives half of its display revenue with Taboola

50%
Of news.de's display revenue generated by Taboola

#1
Taboola became news.de's largest traffic source

23%
Of overall news.de pageviews driven by Taboola

TaboolaCaseStudy

MM New Media is a German digital media company that operates a network of online content properties, with **news.de** as its flagship publication.

CHALLENGE

MM New Media needed a way to monetize and drive engagement on **news.de** without disrupting the reader experience.

SOLUTION

MM New Media implemented **Taboola** Feed and **Explore More** in 2020 to monetize content and keep readers engaged, then expanded to **Taboola News** for audience reach, Newsroom for editorial insights, and Push notifications with built-in monetization.

RESULTS

Taboola now drives **23% of news.de's overall pageviews,** generates **half of the site's display revenue,** and became the **largest traffic source** while delivering over **one million additional page impressions per month.**

Introduction

news.de is a German digital news and entertainment site that publishes breaking news, celebrity updates, lifestyle coverage, and service journalism. Owned by **MM New Media**, a German digital media company that operates a network of online content properties, **news.de** serves as the flagship publication delivering timely information and engaging content to readers across Germany.

At **news.de**, the editorial team places emphasis on thorough research and objective reporting, striving to provide readers with comprehensive information alongside entertaining content. The publication prioritizes quality and integrity in its journalism, combining must-know news with accessible lifestyle and entertainment coverage that keeps audiences informed and engaged.

Taboola CaseStudy

MM New Media builds an effective monetization and engagement strategy for news.de with full Taboola suite

MM New Media started working with **Taboola** on **news.de** in 2020 to address two priorities: monetizing content effectively and keeping readers engaged on site. The partnership launched with **Taboola Feed**, a personalized, infinite-scroll stream of recommended content and ads that appears at the end of articles to keep readers engaged, and **Explore More**, which recommends content the moment a user tries to leave a page. Both products were optimized with **Taboola Header Bidding**, which allows multiple ad buyers to bid on ad space in real time before the page loads, maximizing revenue by ensuring **news.de** captures the highest offer from competing demand sources.

After seeing strong results from **Taboola**'s recommendation algorithms, **MM New Media** quickly expanded the partnership. The team adopted **Taboola News**, which distributes personalized publisher content across OEM device surfaces like smartphone lock screens and news hubs to reach new audiences beyond the site itself. **Taboola** News became the largest traffic driver in the suite, helping **news.de** find readers who weren't actively visiting the site. The team also implemented **Taboola Newsroom**, an analytics and audience-insights platform that gives editors real-time data to optimize headlines, content decisions, and placement strategies.

Finally, **MM New Media** added **Taboola Push**, a web-based notification tool that sends targeted browser alerts to bring readers back with personalized story recommendations. While **news.de** had been working with another provider for push notifications, the team was drawn to **Taboola**'s implementation because of its built-in monetization capabilities alongside engagement benefits. Push quickly became one of the most effective tools for building audience loyalty at **news.de**, working in tandem with **Taboola** News to drive ongoing reader relationships.

Taboola becomes the largest traffic source while generating half of news.de's display revenue

Their **Taboola** partnership delivered results across both monetization and audience growth. **Taboola**'s recommendation and recirculation system now generates half of **news.de**'s display revenue while maintaining a reader experience that doesn't feel intrusive or disruptive. The technology monetizes page impressions coming from all of **news.de**'s traffic channels and referrals, creating yield from existing audience behavior.

Beyond revenue, **Taboola became news.de's largest traffic source** after **MM New Media** implemented the full suite of audience-focused products.