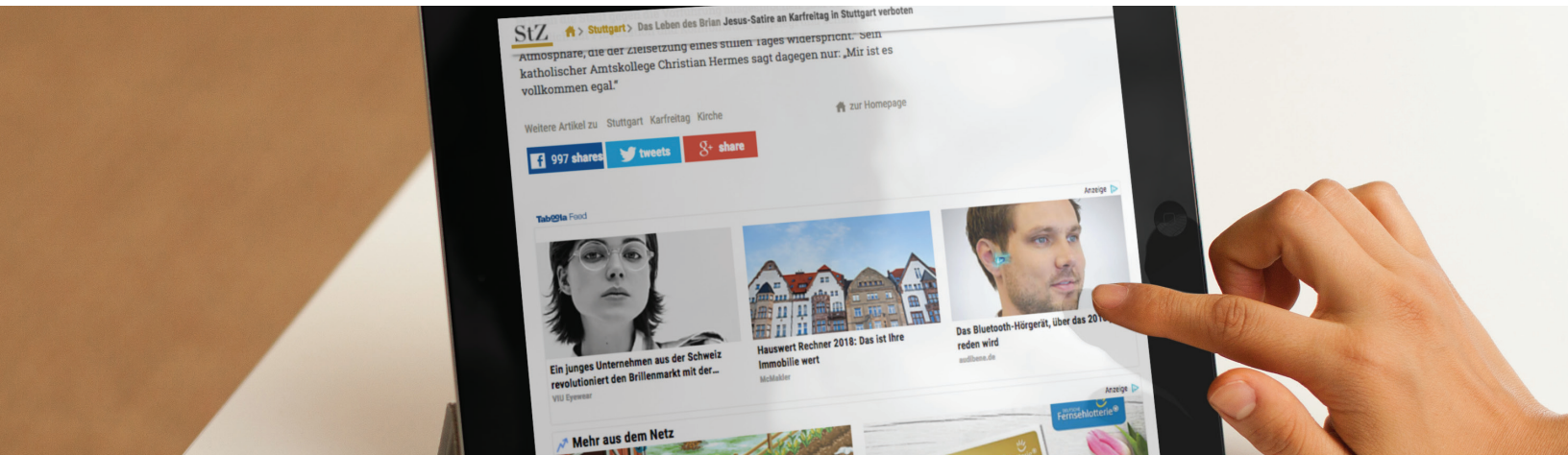


# MHS Digital Sees RPM Uplift of 37% with Taboola Feed Across Platforms



**MHS**  
**Digital GmbH**

*"We were previously working with other recommendation providers that weren't performing as we had hoped. When we implemented Taboola Feed, we saw unprecedented performance in terms of revenue and engagement. Taboola Feed marks a milestone in our collaboration with Taboola."*

- Milena Schmid, Head of Marketing and Sales at MHS Digital



## COMPANY

**MHS Digital** is the 'digital heart' of Medienholding Süd GmbH and belongs to one of the biggest digital networks in the south of Germany.



## CHALLENGE

After working with other recommendation providers in Germany, **MHS Digital** was looking to increase revenue and engagement with organic content.



## SOLUTION

Implement **Taboola** Feed across multiple platforms to increase revenue and engagement with organic content.



## RESULTS

With **Taboola** Feed, **MHS Digital** saw a 37% increase in revenue from Taboola. Organic CTR increased for multiple sites, most notably by 26% for Stuttgarter Nachrichten.

37%

Uplift in RPM after Taboola Feed was implemented across platforms

26%

Uplift in organic CTR (Stuttgarter Nachrichten)



## Introduction

**MHS Digital** is the 'digital heart' of Medienholding Süd GmbH and belongs to the group of companies of Südwestdeutsche Medienholding GmbH, one of the largest media companies in Germany with headquarters in Stuttgart.

The SWMH includes daily newspapers (for example Süddeutsche Zeitung, Stuttgarter Zeitung, Stuttgarter

Nachrichten and Schwarzwälder Bote Mediengruppe), specialist journals, printing press businesses and radio companies, online portals and service companies.



## Taboola Feed Increases Revenue and Organic CTR for Multiple Publications

The image illustrates the integration of a Taboola feed into a news publication's website. The laptop screen shows a news article from StZ (Stuttgarter Zeitung) with a Taboola feed integrated below the main content. A circular callout highlights a specific Taboola feed item, which is shown in a larger, detailed view on the left. The detailed view shows a news article from Stuttgarter-Zeitung.de about HSV-Trainer Christian Titz, including a photo of him and a brief summary of the article.

**Stuttgarter-Zeitung.de Article Details:**

- Author:** Christian Titz
- Title:** HSV-Trainer greift vor VfB-Spiel durch
- Source:** Von red/dpa - 28. März 2018 - 11:57 Uhr
- Summary:** Für den Hamburger SV ist die Partie beim VfB Stuttgart so etwas wie die allerletzte letzte Chance auf den Klassenverbleib. Dementsprechend angespannt ist die Situation beim Tabellenletzten.
- Image:** HSV-Trainer Christian Titz vor dem Spiel gegen den VfB Stuttgart. Foto: dpa
- Text Snippet:** Hamburg - Fußball-Bundesligist Hamburger SV verzichtet bis auf Weiteres auf Mergim Mavraj. Coach Christian Titz verbannte den 31 Jahre alten Abwehrspieler am Mittwoch überraschend ins Regionalligateam des HSV II. „Das Trainerteam hat sich aus sportlichen Erwägungen dazu entschieden, ab heute auf Mavraj zu verzichten. Wir haben ihn daher angewiesen, bis auf Weiteres in der U21 am Training teilzunehmen“, teilte HSV-Direktor Sport Bernhard Peters nach einem Gespräch mit dem Albaner mit.



## MHS Digital Turns to Taboola for Support and Engaging Design of Feed

**MHS Digital** had worked with other content recommendation players in the region which were less successful on the same sites and placements as **Taboola**.

**MHS Digital** was especially thrilled with the design and visual appearance of **Taboola** Feed, which could be customized to provide a good user experience for their audience.

**Taboola** was able to provide both, **MHS Digital** hit all of their most important key performance indicators (KPIs)—increase revenue through more organic click rates, increase engagement, and increase user retention through session depth.

**Taboola** Feed was launched on two of **MHS Digital's** most notable sites: Stuttgarter Nachrichten and Stuttgarter Zeitung.



## Taboola Feed Positively Impacts Every KPI, From Revenue to CTR to Session Depth

The impact that came from switching from the traditional widget to **Taboola** Feed was huge—**MHS Digital** saw a **37% increase in revenue** from **Taboola** Feed.

Organic CTR increased for multiple sites, most notably by **26% for Stuttgarter Nachrichten**. For **Stuttgarter Zeitung**, organic CTR increased by **19%**.

The launch of **Taboola's** audience exchange feature through **Taboola** Feed also provided **MHS Digital** with a remarkable increase in subscriptions to the paper.

**MHS Digital** also measured the success of **Taboola** Feed by an increase in scroll depth, which they define as the amount of time users scroll.

As of today, **5 to 7% of the reach from Stuttgarter Nachrichten and Stuttgarter Zeitung comes from Taboola**. They plan to implement **Taboola** Feed on more pages in **MHS Digital** network, while also leveraging the technology for monetization on additional **MHS Digital** sites.