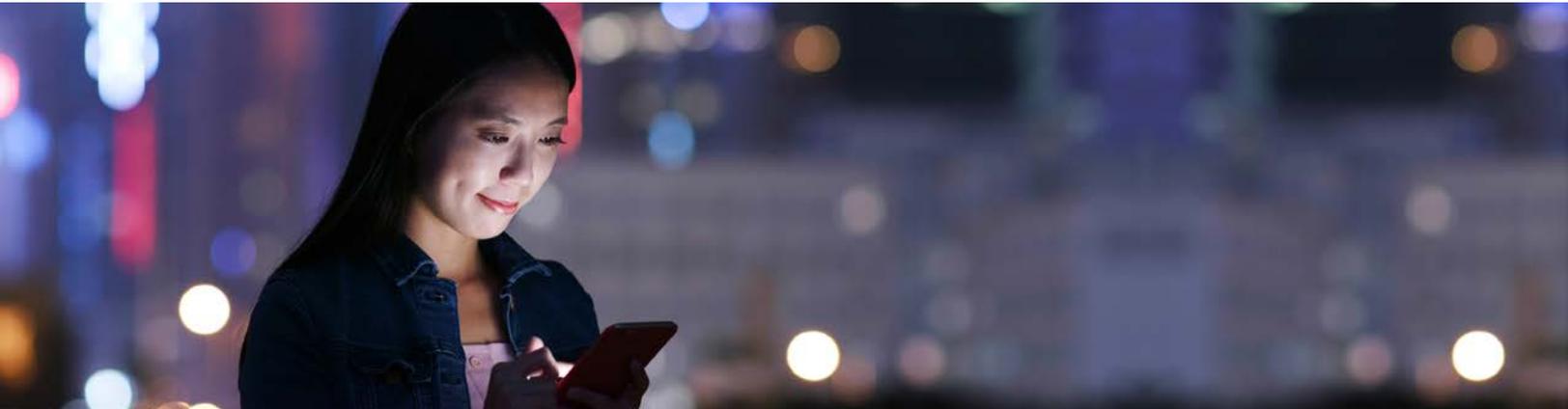


# Channel A Finds Engaging User Experience and Increases Revenue with Taboola Feed



*"Taboola Feed is a true partner—they are equally as concerned about our success as we are ourselves. With previous monetization solutions, we've seen our monthly active users decrease. With Taboola, not only has revenue and CTR improved, but our users are sticking around."*

- Inhwa - JUNG, Team Leader of Digital Service Team, Channel A.



## COMPANY

**Channel A** is a nationwide general broadcasting network in South Korea, providing content to various media platforms like cable, IPTV, and digital streaming media.



## CHALLENGE

Implement an engaging ad experience that would reverse the decrease in monthly active users (MAU) that they had seen with previous partners.



## SOLUTION

Implement a continuously scrolling **Taboola** Feed to keep users on-site for longer in a nondisruptive user experience, increasing both RPM and CTR.



## RESULTS

With **Taboola** Feed, **Channel A's revenue per mile (RPM) increased by 60%**, and **click-through-rate (CTR) increased by 40%**.

60%

Increase in Revenue-Per-Mille (RPM)

40%

Increase in Click-Through-Rate (CTR)

## Introduction

**Channel A** is a nationwide general broadcasting network in South Korea, providing content to various media platforms like cable, IPTV, and digital streaming media.

**Channel A** has produced new original content in various creative formats over the past years. They steadily make the effort to produce young and edgy programs, which have allowed them to cooperate with global media companies such as BBC, YouTube, dailymotion, and Netflix.

## Channel A Finds Taboola Feed to Be Highly Engaging and a Top Performer

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성공을 원하는 당신이 봐야할, 어느 커리어우먼의 고백  
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"합강 품통 시신" 피의자 39살 장대호... "자수하 기도 어렵다" 비난  
Channel A



발목집은 조국의 말말말... 답변 대신 정책으로 방어 전략  
Channel A



권태기 없이 늘 '핫'한 커플의 5가지 데이트  
Reebok



서울 물가, 7개 도시 중 11위(리스트)  
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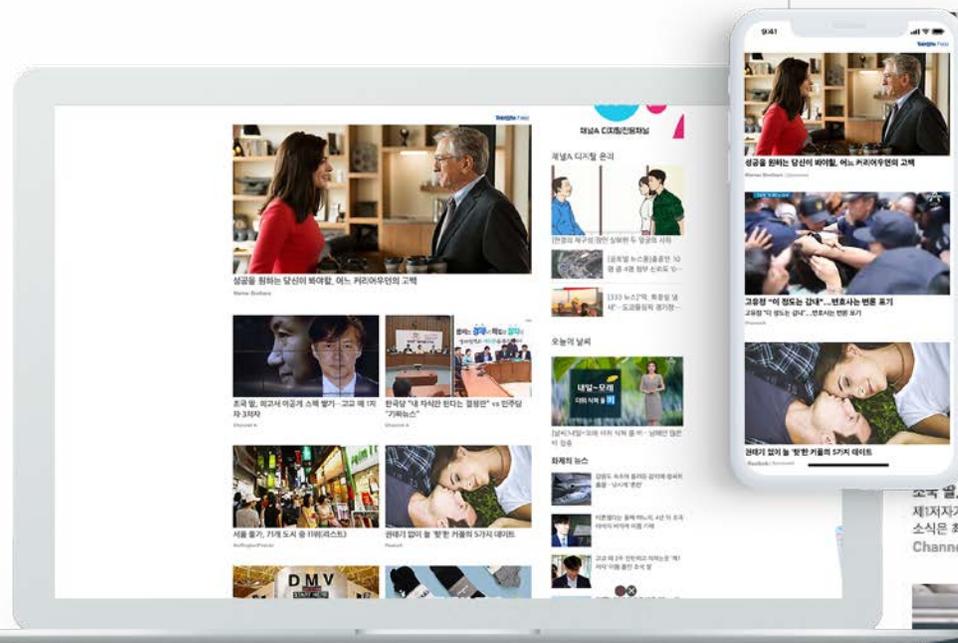
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스포티한 K5의 디자인 정채성이  
KIA



오죽 알, 외고서 이공계 스펙 쌓기... 고교 때 1저자-3저자 제1저자가 될 수 있었느냐는 겁니다. 단국대 의대는 오늘 시과한 뒤 진장조사에 나섰습니다. 첫 소식은 최주현 기자가 전해드립니다.[리포트]외국어고등학교에 입학한 조국 후보자의  
Channel A



## Continuously Scrolling Taboola Feed Increases Revenue While Also Improving Channel A's User Experience

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Before partnering with **Taboola**, **Channel A** monetized their online content portal with display ads and other formats—but when they increased the number of advertisers on their site, their number of monthly active users decreased.

They needed a solution that wouldn't disrupt the user experience and would encourage users to stay on site longer by providing truly engaging sponsored and organic content.

To accomplish this, **Channel A** implemented a continuously scrolling Taboola feed on article pages. Not only did they see an increase in RPM and CTR, but the

average amount of content consumed by users actually increased.

**Taboola** Feed brings the familiar continuous scrolling experience that users love to publishers' sites on the open web. This next generation below-article experience delivers engaging 'card' formats that contain a variety of content including video, articles, slideshows, and a host of third-party experiences, all personalized for the user. Taboola Feed inspires users to discover more of publishers' own content, stay longer on site and drive significant revenue growth. With **Taboola Feed**, **Channel A's revenue per mile (RPM) increased by 60%**, and **click-through-rate (CTR) increased by 40%**.

## In-feed Video Engages Users On-Site While Contributing Significantly to Engagement

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Part of **Channel A's Taboola** Feed implementation includes in-feed video. Within Taboola Feed, sponsored video and large-format placements drive premium rates and attention from the world's biggest brands.

Overall, **Channel A** was impressed with **Taboola's** sales and account management teams, who they've seen as partners in strengthening the media space in South Korea.