PUSHNAMI

✧ ENTERTAINMENT

Pushnami Partners with Taboola to Monetize Push Notification Subscribers, and Sees 10x Revenue in One Year

"Taboola is my favorite company to work with. The account managers are not only knowledgeable, but genuinely invested in our company's success. It's refreshing to work with a team that understands profitability and data, which has allowed us to work together to make this a huge success."

- Emerson Smith, Founder and CEO, Pushnami

10X

Increase in Revenue from
Push Notification Subscribers

Taboola CaseStudy

COMPANY

Pushnami is an AI powered cross-channel messaging platform that allows website owners to communicate to subscribers using browser-based push notifications, Facebook messaging and email.

CHALLENGE

Find more effective ways to monetize push notification subscribers on behalf of their publisher and website partners.

SOLUTION

Partner with **Taboola** to connect push notification subscribers with high quality sponsored content recommendations.

RESULTS

With **Taboola, Pushnami** has seen a 10x **increase in revenue** from push notification subscribers in just one year.

Taboola CaseStudy

INTRODUCTION

Pushnami is an artificial intelligence (AI) powered cross-channel messaging platform. They allow website owners to communicate to subscribers in effective ways, including browser-based push notifications, mobile app notifications, and email.

These touchpoints are all in one place, and supported through **Pushnami'**s robust data analysis.

PUSHNAMI EFFECTIVELY MONETIZES PUSH NOTIFICATION SUBSCRIBERS WITH TABOOLA

Pushnami needed to find more effective ways to monetize the push notification subscriber.

Browser-based push notifications are a new and high-performing marketing channel that allows websites to re-engage site visitors with a one-click subscription.

Users then receive push notifications containing personalized content recommendations in a desktop environment when they're not on site. Users opt-in to this unique customer touchpoint, indicating high levels of engagement.

This level of loyalty requires very high quality advertising to achieve a good user experience, but finding those advertisements is challenging—that's when **Pushnami** partnered with **Taboola**.

Taboola connects **Pushnami's** users to personalized sponsored content recommendations once a day, providing an effective monetization solution for push notification subscribers.

PUSHNAMI INCREASES REVENUE BY 10X IN ONE YEAR WITH TABOOLA

Taboola works with partners beyond publisher websites like Pushnami to help them monetize their digital properties in effective ways.

Taboola uses proprietary deep learning algorithms that are powered by the largest dataset of content consumption behavior across the open web to distribute what's personally relevant, interesting and new at the moments when people are most receptive to new things.

With **Taboola, Pushnami** has seen a 10x **increase in revenue from browser-based push notifications** in just one year.

Pushnami looks forward to expanding their relationship with **Taboola** in the future.