The only thing more impressive than Taboola’s digital reach is its account management team. Working with Taboola feels less like a client-provider relationship and more like we have new members on our marketing team. Their managers really get into the trenches with us to make sure we’re constantly optimizing our campaigns, and the results have been excellent.

JENNIFER O’BRIEN
Co-Founder, Scroll.in
Scroll is an independent digital media company whose first product, Scroll.in, focuses on the most important political and cultural stories that are shaping contemporary India. The company’s aggressive growth strategy, bolstered by strategic partnerships with companies such as The Atlantic Media Company, has attracted millions of unique monthly visitors, an audience that continues to grow as the site ramps up its online presence.

To accelerate growth, Scroll was keen to explore options beyond social platforms, which are becoming increasingly cluttered. Teaming up with Taboola, Scroll.in leveraged the power of discovery to target engaged audiences on top sites across the web and boost their overall audience development efforts.

**DISCOVERY REACHES AUDIENCES THAT ARE INTERESTED IN NEWS CONTENT**

Taboola’s discovery platform uses an advanced predictive engine to match people with content they may like but never knew existed. These personalized recommendations are delivered through high-impact placements alongside editorial on premium websites, reaching audiences at a valuable moment when they are already consuming content and open to discovering new stories. By promoting featured content items on Taboola, such as “The Changing Map of India from 1AD to the 20th Century,” Scroll.in was able to recruit new groups of readers in a targeted and cost-effective way.

**TABOOLA BRINGS 35% LOWER BOUNCE RATES AND 30% MORE PAGES-PER-VISIT THAN COMPETING TRAFFIC SOURCES**

Readers that discovered content through Taboola proved to be especially engaged after arriving on the Scroll.in website. Bounce rates were 35 percent lower amongst the Taboola-referred segment, reflecting the benefit of reaching targeted audiences that are in a “discovery” mindset. Taboola users were also more likely to stay on-site after finishing the piece of content, consuming 30 percent more pages-per-visit than competing traffic sources. These figures are in line with data from Taboola’s network, which have found that discovery regularly drives lower bounce rates, and higher sessions-per-visit, than search or social channels.

**OPTIMIZATION INTRODUCES MORE HIGHLY-ENGAGED READERS TO SCROLL.IN**

Working closely with the Scroll.in team, Taboola’s account managers suggested best practices that have proven to generate the most engagement across the network. Multi-variant tests of different creative elements (e.g. thumbnails, headlines) uncovered optimal combinations for top performing items, boosting overall click-through-rates (CTR). The teams also analyzed how performance metrics differed across Taboola, optimizing campaigns toward sites where audiences were most engaged and enabling Scroll.in to better allocate its budget. Building on the success of these initial campaigns, Scroll.in plans to increase its spend on Taboola in the future, leveraging discovery to introduce new and highly-engaged readers to one of India’s fastest-growing online destinations.