TECHRADAR BOOSTS REVENUE USING TABOOLA-X

Adaptive publishing framework allows TechRadar to more effectively monetise lower yield audience segments

BASELINE
No performance ad units in premium content area of page to maintain superior UX.

PREMIUM ARCHIVE
One performance ad unit to increase revenue.

EVERGREEN ARCHIVE
Two performance ad units to maximise revenue.
ABOUT TECHRADAR

TechRadar, part of Future PLC, is an online publication focused on technology news and product reviews, especially smartphones and tablets. TechRadar’s informative content and detailed product reviews have a very long shelf life, attracting readers from all over the world months after an article is published. The direct ad sales team has traditionally focused on their premium inventory in major markets, namely the UK, U.S., and Australia. However, more than 50 percent of TechRadar’s traffic comes from international search.

About 18 months ago, TechRadar implemented Taboola-X, Taboola’s performance advertising optimisation product formerly known as Perfect Market, to help better monetise these visitors.

HOW TABOOLA-X WORKS ON TECHRADAR

The adaptive Taboola-X framework modifies the advertising experience in real-time depending on the age of content, geography and referral source. The result is a variety of page design templates to match each user with the most effective UI.

If a user from the UK or U.S. arrives at a recently published page, they see the baseline advertising experience, e.g. an uncluttered page with less visible advertisements. International users arriving via search at a much older piece of content see a page template displaying a more advertising friendly UI, e.g. more visible ad units. Other templates for different ages of content and referral sources, e.g. social, discovery, etc. fall somewhere between these two experiences on the spectrum of ad visibility and frequency.

“Taboola-X has increased performance advertising revenue exponentially for TechRadar. Not to mention, the account management is superb, they are constantly working on new ways to optimise and to drive additional revenue from our existing inventory.”

CLAIRE KING
Ad Program Manager for Future Publishing