

ClickTheCity Quadruples Advertising Revenue with Taboola Feed and Video



"We saw how the previous widget design performed compared to the Taboola Feed. With such an impactful lift in revenue, it was almost a no-brainer to go for the Feed design. We are very appreciative of Taboola's efforts in making sure that the design still suits the site's layout and that relevant content is always shown to our users."

- Edward David, Director of Programmatic Sales, ClickTheCity



ClickTheCity.com is the Philippines' definitive online entertainment and lifestyle guide, delivering up-to-date entertainment schedules and events, serving as a clearinghouse of goings-on around town.



Increase advertising revenue from programmatic channels beyond Google and Facebook, while providing a good user experience for **ClickTheCity** readers.



Implement **Taboola** Feed, a scrolling newsfeed including video, to hit revenue goals and increase engagement with sponsored content on site.



With **Taboola**, **ClickTheCity quadrupled advertising revenue** and saw a **100% increase in overall monthly revenue**. In addition, their average **Ad RPM increased by 210%**.

4X

Advertising Revenue

100%

Increase in Overall Monthly Revenue

210%

Increase in Average Ad Revenue Per Mille (RPM) Site-Wide



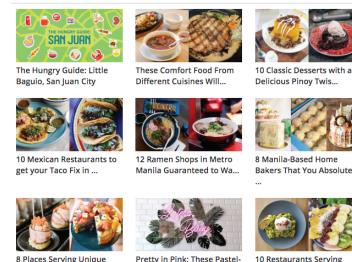
Image: Sofitel Manila

The buffet at Spiral in Sofitel is one of Manila's most famous, luxurious buffets. The breakfast buffet is available daily from 6:30am to 10:30am, and will cost you P1,900 on Monday to Friday, and P2,150 on Saturdays and Sundays. Spiral is divided into twenty-one ateliers - too many to name, but you'll definitely be able to satisfy every craving you have. They aim to serve the best of the world's cuisines, and each station offers something different and unique for you to try. Don't miss out on their famous cheese room, or L'epicerie, which features artisanal cheese, premium aged ham and charcuterie, and a selection of condiments. The freshly baked bread and the egg station are also perfect for breakfast.

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Video in Taboola Feed Becomes a Top Revenue Driver for ClickTheCity

ClickTheCity started their programmatic advertising efforts recently, having previously worked directly with clients and media agencies.

In the beginning of this journey, most of their advertising spend was directed to Google, Facebook and other social media platforms, with disappointing results. Upon implementing **Taboola** Feed, their inventory became more valuable to advertisers.

Taboola Feed works well as users enjoy the familiar scrolling experience—they engage with an endless feed

that contains sponsored content, organic content and sponsored video, as well as multiple third party cards.

ClickTheCity chose to implement **Taboola** Feed because of the strong increase in performance when compared to the widget they were using previously. Drawn to the modern design and functionality, they also found the product a refreshing solution to continue to engage readers.

One important aspect of **Taboola** Feed's impact is the ability to seamlessly showcase video, which has become one of **ClickTheCity**'s top revenue drivers.



ClickTheCity Increases Overall Monthly Revenue 100% with Taboola Feed

As of this year, **Taboola** Feed is one of the top drivers of advertising revenue for ClickTheCity. They are hopeful that **Taboola** will represent 10 to 15% of programmatic revenue in the coming months.

To date, **ClickTheCity** quadrupled advertising revenue and saw a 100% increase in overall

monthly revenue. In addition, their average **Ad RPM increased by 210%.**

ClickTheCity is also impressed with **Taboola**'s account management team, who they say always value client input.