

 NEWS

Wikitree Sees Uplifts in Monthly Revenue, Engagement, and Pages per Session with Taboola Feed



"In less than a year after implementing the Taboola Feed, we've seen a significant increase in revenue, an uplift in pages per session, and a cleaner and more appealing UI on our articles page."

- Jung young Noh, Brand News Team Lead, Wikitree

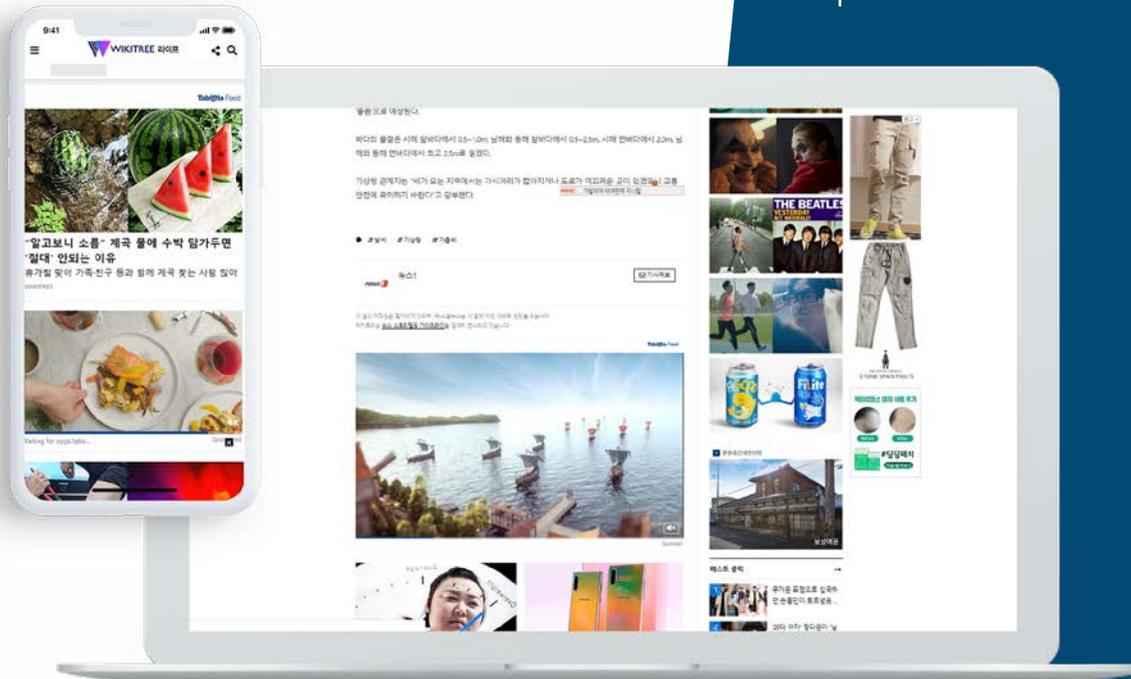
1938%

Increase in Monthly
Ad Revenue

54%

Increase in Pages
per Session

With **Taboola**, **Wikitree** Increases Pages per Session by 54%



COMPANY

One of Korea's leading publishers, **Wikitree** diversifies the way readers look at the world, and promotes empathy and communication among generations.

CHALLENGE

Getting a young audience to stay on site longer, and finding a replacement partner to correct for a suboptimal user experiences where display ad units covered article content.

SOLUTION

Use **Taboola** Feed to provide a cleaner user interface, increase revenue and engage site visitors.

RESULTS

With **Taboola**, **Wikitree** saw uplifts in monthly ad revenue, engagement, and pages per session.

Introduction

Wikitree, one of the largest publishers in Korea, diversifies the way their young readers view the world. Given the youth of their readership, **Wikitree** ran into a repeated struggle with keeping readers engaged on their site for long periods of time.

They also experienced a pain point with display ads. The position on their website in which these ads were being placed interfered with their articles, creating an unpleasant experience for the reader.

With **Taboola**, they were able to tackle these head on.

Wikitree Sees Success With a Variety of Taboola Features Including Next Up and Detach to Slider

Originally, **Wikitree** distributed content using Facebook Instant Articles, but found traffic to be low-quality and underperforming, so they instead switched to distributing content through traditional Facebook posts and monetizing users on their own site.

Part of that strategy was the implementation of the **Taboola** Feed. In addition to the continuously scrolling **Taboola** Feed on their article pages, **Wikitree** also implemented it into their AMP Pages, further broadening the opportunities they had for readers to click and engage.

Wikitree utilized Next Up, a **Taboola** feature that re-engages users before they bounce by surfacing recommendations above the fold in a sticky slider unit.

They also used Detach to Slider, in which a video detaches from Feed and adheres to the corner of the screen once the user scrolls past, in order to increase viewability and completion rates in a nonintrusive way.

Wikitree Feels Confident in Their Dedicated and Hands-On Account Management Team

Wikitree felt assured in their around-the-clock access to their Taboola account management team.

Through their account management team, **Wikitree** was able to access real-time suggestions and improvements, A/B testing, quarterly business reviews, and ongoing optimization of their campaign.