

Food Network Increases Video Views by 160%



Taboola has been an invaluable partner as we look to grow in the UK. Thanks to the power of the algorithm, we've seen video views increase 160%."

- Marco Betterini, Digital Traffic Strategist, Food Network UK



COMPANY

Food Network is an American-based lifestyle channel, website, and magazine that connects its viewers through the power and joy of food.



CHALLENGE

Attract wider audience and establish brand awareness in the UK.



SOLUTION

Leverage **Taboola's** targeting technology and content discovery platform.



RESULTS

Significant increase in video views and site engagement—outperforming search, social, and other web site referrals.

160%

Increase in Video Views

10%

Increase in Page Visits

23%

Decrease in Bounce Rate



Introduction

Food Network UK delivers a fresh approach to food programming and celebrates everything that is bold, fun and entertaining about the genre. It is not your typical 'how to' cooking channel. It is one of the fastest growing lifestyle and entertainment brands, packed with award-winning cooking and competition shows.

Foodnetwork.co.uk is the 24/7 companion to the TV channel, with daily TV listings, episode guides, chef biographies, recipes featured on air, blog posts and


more. Recipes are organized by season, ingredient, chef, course, and cuisine to make meal planning easy.

As **Food Network UK** looks to build out their UK presence and attract a wider audience, they've partnered with **Taboola** for an audience development solution. Because of the wealth of terrific video and written content the **Food Network** creates, they run a two-pronged approach with their **Taboola** campaigns, one for text content and one for video.




Strategic Content Recommendation Leading to Further In-Site Engagement


You May Like Promoted Content by Taboola



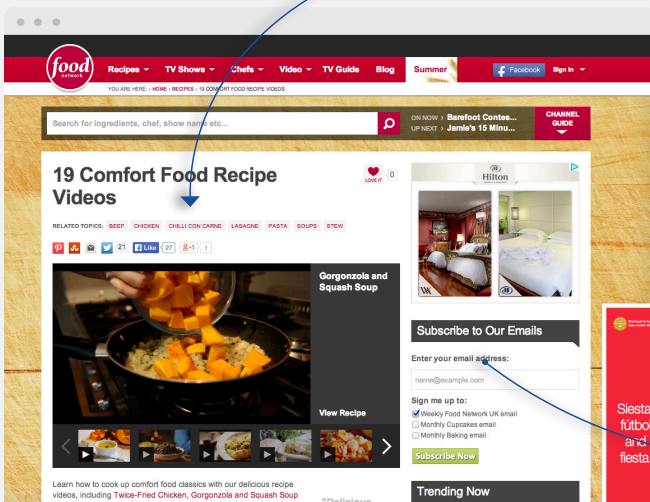
Things You Should Never Microwave
Food Network



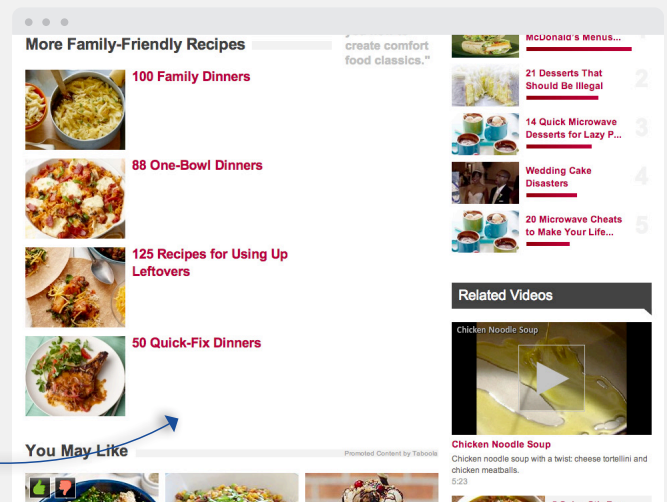
30 Crazy Meals from McDonald's Menus Around The World
McDonald's



Wedding Cake Disasters
Wedding Planner



The screenshot shows the website's navigation bar with links for Recipes, TV Shows, Chefs, Video, TV Guide, and Blog. A search bar is present. The main content area features a video player for "19 Comfort Food Recipe Videos" with a featured video for "Gorgonzola and Squash Soup". A sidebar on the right includes an email subscription form and a "Trending Now" section.



The sidebar displays "More Family-Friendly Recipes" with a list of categories: 100 Family Dinners, 88 One-Bowl Dinners, 125 Recipes for Using Up Leftovers, and 50 Quick-Fix Dinners. It also includes a "Related Videos" section with a video for "Chicken Noodle Soup". A "You May Like" section at the bottom shows promoted content by Taboola.



Content Discovery works Better than Search

Food Network uses **Taboola**'s algorithm to push their food related content and recipes across the web to readers who may want to discover fun cake decorating techniques or a new recipe to make for dinner tonight. **Taboola**'s traffic is the top performing paid solution,

beating search, social, newsletter, and other website referrals. Month after month, **Taboola** has optimized to increase pages per visit by ~10% and decreased the bounce rate by ~23% on **Taboola**-referred traffic.



160% Increase in Video Views

Video is very popular with **Food Network**, as it's a useful medium for demonstrating cooking techniques and showing off fancy examples of cuisine. **Taboola** has produced a 160% increase in video views, from

300k per month to 500k. **Food Network**'s video entitled "*Wedding Cake Disaster*" is the best performing with a CTR of 0.27% and over 150k clicks in May.