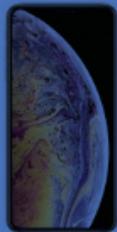


# MySmartPrice Increases Website and Newsletter Revenue by 14% with Taboola Feed



*"We were facing challenges scaling revenue coming from both the content on our website, as well as our newsletter. Implementing Taboola Feed allowed to see significant increases in revenue from both, as well as an increase in engagement on-site."*

- Arun Chinnachamy, Vice President, Engineering, MySmartPrice



## COMPANY

**MySmartPrice (MSP)** has been the central destination for product research to help consumers decide not just where to buy and what price to pay, but also which product to purchase.



## CHALLENGE

Combat limitations on monetizing the **MySmartPrice** newsletter and website content.



## SOLUTION

Implement **Taboola Feed**, an environment which mirrors that of social media sites, to allow visitors to interact with both sponsored and organic content in the same space.



## RESULTS

With **Taboola**, **MySmartPrice** was able to **increase both organic and sponsored content CTR by 2%**, which increased revenue by 14%.

2%

Uplift in Organic Click-Through-Rate (CTR)

2%

Uplift in Sponsored Content CTR

14%

Increase in Newsletter and Website Revenue per Mille (RPM)



## Introduction

**MySmartPrice (MSP)** has been the central destination for customers looking to compare prices and buy their favourite products at the best prices from several e-commerce websites.

Their extensive buying guides will be focused on detailing individual aspects of each gadget, providing detailed information for customers looking to make their next purchase. Similarly, their top ten lists curate the best products in a particular category, allowing customers to make informed decisions with ease.



## Website Visitors are More Engaged with MySmartPrice Content After Implementation of Taboola Feed

The screenshot shows the MySmartPrice homepage with a dark header featuring the site's logo and navigation links for Home, Tech News, Leaks, Features, Product Reviews, and various smartphone models. Below the header is a grid of product comparison cards. A prominent Taboola feed is displayed in the center, consisting of two large sponsored video ads. The top ad features a man and a woman in a kitchen setting, with the text "Sponsored". The bottom ad is for "GlassesUSA.com" with the headline "The World's Best Glasses Site Finally Arrives in New York". At the bottom of the page, there are two smaller sponsored image cards: one for "20 Childhood Photo Recreations Gone Too Far" and another for "Top Surgeon: How To Properly Flush Out Your Bowels".



## Taboola Feed Overcomes Lost Revenue from Display Advertising Sources for MySmartPrice

**MySmartPrice's** main challenge was scaling revenue from newsletter and web traffic.

RPM from traditional display revenue was declining, and they continued to face challenges with display's limited optimization options. Additionally, they faced very limited options for audience exchange.

To combat this issues, **MySmartPrice** partnered with **Taboola** to find the right balance between user engagement and revenue by showing the most relevant sponsored content to visitors at the right time.

Taboola Feed gave them a creative way achieve our goals—including recirculation of traffic, user engagement and revenue—simultaneously.



## MySmartPrice Looks Forward to Further Implementations of Taboola Feed in Light of Success

With **Taboola**, **MySmartPrice** was able to **increase both organic and sponsored content CTR by 2%**, which **increased revenue by 14%**.

**MySmartPrice** values the **Taboola** account management team, which they describe as very prompt and eager to help. Their knowledge and insights have helped **MySmartPrice** reach their goals.

**MySmartPrice** intends to use **Taboola Newsroom** to further develop their content strategy, and will implement video ads and feed across other sections of their website.