

Mediaworks' Newshub Achieves Internal Revenue Record with Taboola Feed



Newshub.

"We love that the Taboola Feed is optimized for the mobile environment, that it enables us to continue engaging with our audiences, and that it presents those audiences with new, personalized content to keep them engaged within our network—all while maximizing revenue opportunities.

Not to mention, the team has been incredibly helpful. I couldn't be happier with the service I've received from the account management team."

-Melanie Gielen, Head of Digital Ad Operations & Data Monetisation, Newshub



COMPANY

Newshub is Mediaworks' multi-platform TV, radio and digital service, covering the latest breaking news from New Zealand and around the world.



CHALLENGE

Drive traffic to sponsored articles created for clients, and increase overall revenue per page using a programmatic solution.



SOLUTION

Implement **Taboola** Feed to increase revenue and recirculation of organic content using an infinite scroll environment.



RESULTS

With **Taboola** Feed, **Newshub** was able to **increase revenue by 168%**, increase in recirculation of organic content, and **gain over 14M video pageviews**.

168%

Increase in Revenue Per Mille (RPM)

14M+

Video Pageviews

Introduction

The MediaWorks' team is committed to creating and delivering great content, experiences and results for audiences and customers. Their brands include **Newshub**, The AM Show, The Project, RadioLive, Three, ThreeNow, Bravo, and more. They believe in being the best in connecting, enriching and inspiring Kiwis every day.

Newshub is Mediaworks' multi-platform TV, radio and digital service, covering the latest breaking news from New Zealand and around the world.

Adventure tourists take the art of selfies to the extreme

25/09/2018 [Social sharing icons]



These Instagram posts are better than your average brunch photo. Credits: Image - Caters Video - Newshub. Forget Instagram photos of avocado on toast or selfies taken on top of Mount Eden, these selfies taken by some of the world's most extreme daredevil travellers will put your weekend snapshots to shame.

These photos were taken on some of the world's tallest buildings, at the bottom of the deepest oceans, in shark-infested waters, and even on the side of an active volcano.

This first image was taken by the pilot of a Norwegian F-16 fighter during an exercise in northern Norway.



Photo credit: Norwegian Armed Forces Caters

Aaron Gekoski took this dangerous selfie while diving with the sharks at Alival Shoal in South Africa.



Photo credit: Aaron Gekoski Caters News

This one will make your hands sweat. It's a photo of Ervin Punkar using a selfie stick to take a photo from the very top of the 182 metre TV tower in Tartu, Estonia.

Have you taken any interesting travel selfies? Share them on our Facebook group or email them to travel@newshub.co.nz.

Caters [Social sharing icons]

Taboola Feed



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Newshub Achieves an Internal Revenue Record for Several Months Running

Originally, **Newshub** didn't have a sponsored content offering. They were using a manually programmed module that provided "related links" for their audience—the module was delivering a lower CTR than they had hoped.

Additionally, **Newshub** needed a solution to drive traffic to sponsored articles they were creating for their own clients, increase their overall revenue per page, and organic circulation.

Impressed by the infinite scroll experience and the likeness to social media feeds, **Newshub** implemented **Taboola** Feed to increase revenue and recirculation of their organic content.

After testing the new implementation for several months, **Newshub** has seen significant revenue growth—in fact, the new numbers beat their old records.



Taboola Feed Increases Revenue by 168% for Newshub

Newshub was able to achieve their goals on all fronts with **Taboola** Feed—they saw a 168% increase in revenue, increase in recirculation of organic content, and gain over 14M video pageviews.

The account management team at **Taboola** has been valuable to Newshub, and described as patient and responsive. With regular visits to the office, the **Taboola** team helps **Newshub** regularly review performance and stay up to date on new product additions.

The **Taboola** team was also receptive to making modifications for **Newshub**, ensuring that **Taboola** Feed had the look and feel they needed for success.

Newshub looks forward to expanding their relationship with **Taboola** in the future—they've recently implemented **Taboola** Newsroom, and will continue to use **Taboola** to balance revenue and user experience.