

The UK's Largest Online Publisher Increased Revenue by 65% with Taboola Feed



Reach

"With the massive, and continuing shift to mobile of our audiences, the use of infinite scroll was a more innovative way to engage our users.

Not only were we able to see revenue improvements in the move from the Taboola Widget to the Taboola Feed, but also saw increases in our audience exchange across the network of our sites."

- Piers North, Group Digital Director, Trinity Mirror Solutions



COMPANY

Reach PLC is the largest national and regional multimedia content publisher in the UK, comprised of national and regional newsbrands across the country including Mirror Online, Daily Record and more.



CHALLENGE

Continue to engage site visitors across newsbrands, and increase revenue with a nondisruptive, innovative solution.



SOLUTION

Implement **Taboola** Feed and Audience Exchange to adopt an infinite scroll environment to keep audiences engaged on-site.



RESULTS

Reach PLC increased revenue by 65% when they switched from **Taboola** Widget to **Taboola** Feed, and **increased traffic across newsbrands by 30%** with Audience Exchange.

65%

Increase in Revenue

30%

Increase in Traffic Across Newsbrands

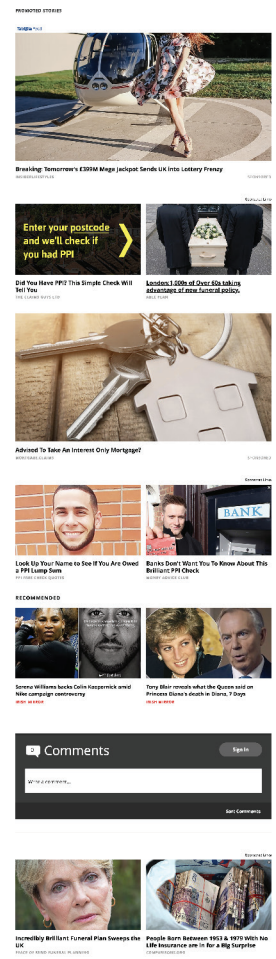
Introduction

Reach PLC is the largest national and regional multimedia content publisher in the UK, comprising national and regional newsbrands across the country.

They publish more than 120 newspaper titles. **Taboola** Feed is implemented on 47 websites, including Mirror Online, Daily Record, Glasgow Live, Irish Mirror, Dublin Live, Belfast Live, RSVP Live and a number of regional publications.

Reach PLC's network of over 70 websites provides 24/7 coverage of news, sport and showbiz stories, viewed by 110m unique browsers every month, and as times continue to change, their strong journalistic heritage allows them to expand their brands across developing multimedia, offering their audience new and innovative coverage each day.

Reach PLC Drives Audiences Across Newsbrands with Taboola





Reach PLC opts for a Modern Solution to Keep Readers Engaged

Reach PLC was behind the scenes working with **Taboola** prior to the launch of Taboola Feed, and were behind its design and potential for user engagement from the beginning.

They chose to implement **Taboola** Feed not only because it was a strong product for publishers, but also for the user as well. Drawn to the modern design and functionality, they found the product a refreshing solution to continue to engage their loyal readers.

Taboola Feed was able to fulfill all of their needs and provide a significant improvement over other products. **Taboola** Feed recommends users the best news for them, in an engaging environment much like social feeds.

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, which provides personalised opportunities for them to engage with Feed on **Reach PLC** publications.



Audience Exchange Increases Traffic Across Newsbrands by 30%

One of the primary requirements **Reach PLC** had for **Taboola** Feed was to distribute traffic across their websites—the algorithm would be tasked with finding relevant information across newsbrands to engage already loyal readers of one brand with other brands.

Reach PLC increased revenue by 65% when they switched from **Taboola** Widget to **Taboola** Feed, and **increased traffic across newsbrands by 30%** with

Audience Exchange.

Reach PLC looks forward to continuing their relationship with **Taboola**, and has found the account management team valuable, accommodating and supporting of their goals.