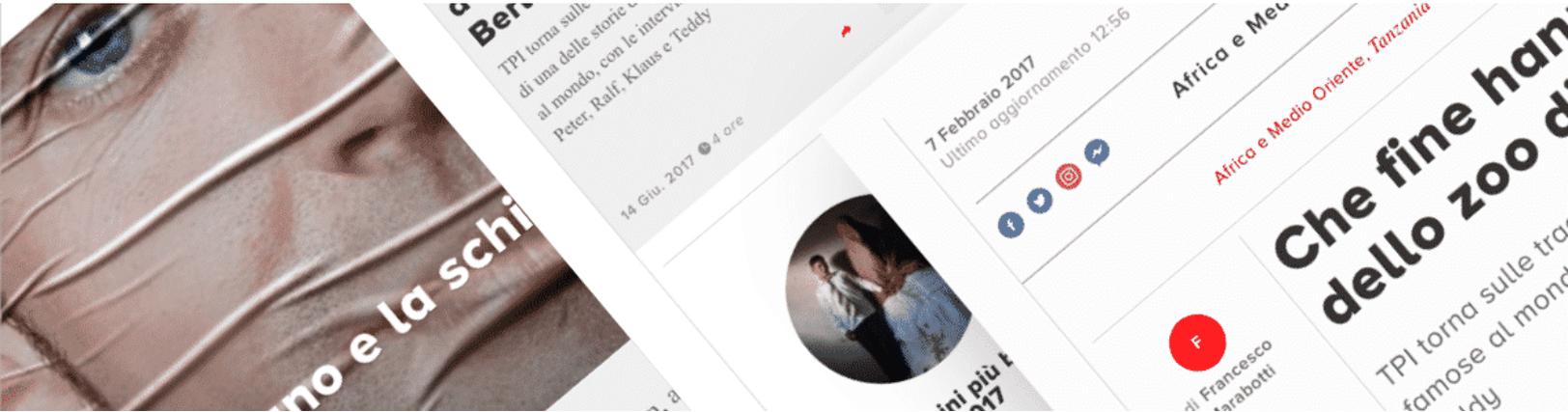


# The Post Internazionale Increases Revenue with Taboola Feed and 'Next Up' Feature



senza giri di parole

“We’ve had other types of recommended content on our site, like Outbrain, in the past, but we didn’t appreciate it as much. With Taboola, we’ve had a great experience with their account management teams as well as seen great growth in terms of revenue and engagement.”

- Giulio Gambino, Founder and Director, The Post Internazionale (TPI)



## COMPANY

**The Post Internazionale**, abbreviated as **TPI**, is an Italian online newspaper published by The Post Internazionale Srl.



## CHALLENGE

Increase revenue from sponsored content and engagement with organic content on all article pages.



## SOLUTION

Implement **Taboola** Feed on all articles pages and AMP pages, as well as **Taboola**'s 'Next Up' and 'Read More' publisher features.



## RESULTS

With **Taboola**, **TPI** has seen a **20% increase in revenue**, as well as a **15% increase in CTR for sponsored content** and a **30% increase in CTR for organic content**.

20%

Increase in Revenue

15%

Increase in Sponsored Content Click-through-Rate (CTR)

30%

Increase in Organic Content Click-through-Rate (CTR)

## Introduction

The **Post Internazionale**, abbreviated as **TPI**, is an Italian online newspaper published by The Post Internazionale Srl. It is based in Rome, Via Aniene 30. The publication is registered at the Court of Rome.

The founder and director of **TPI.it** is Giulio Gambino, a journalist who worked at l'Espresso and La Stampa. **TPI** is characterized by a clear, fast and impartial language—the always up to date news that readers want. They offer quality content that creates a powerful bond with readers.

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News

### Come è andato l'incontro tra Vladimir Putin e Kim Jong-un

di [Luca Serafini](#)

[Corea del Nord](#) [Russia](#) 25 Apr. 2019

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La stretta di mano a Vladivostok tra Kim Jong-un e Vladimir Putin. Credit: AFP

Si è concluso il vertice di **Vladivostok** tra il presidente russo Vladimir Putin e il leader nordcoreano Kim Jong-un, iniziato intorno alle 13 ora locale (le 5 del mattino in Italia).

All'inizio del vertice, Putin ha detto che la Russia sostiene e apprezza gli sforzi del leader nordcoreano per cercare di migliorare i rapporti con gli Stati Uniti.

"La situazione nella penisola coreana è di grande interesse per l'intera comunità internazionale. Spero che i nostri colloqui diverranno un importante evento per valutare assieme la situazione e scambiare opinioni", ha replicato Kim, aggiungendo: "Mi auguro che il nostro incontro, signor presidente Pétin, sia utile per approfondire e sviluppare le relazioni tradizionalmente amichevoli e ben radicate tra la Corea del Nord e la Russia".

Il dittatore nordcoreano, al termine dei colloqui, ha definito il vertice "uno scambio molto fruttuoso".

"Sono venuto in Russia – ha detto Kim – per scambiare opinioni sull'attuale situazione nella penisola coreana, uno dei problemi più importanti dell'odierna agenda internazionale, e discutere dei metodi per risolvere pacificamente questa questione, e anche per scambiare opinioni sullo sviluppo delle nostre relazioni bilaterali in base alle esigenze del nuovo secolo".

Il presidente russo Vladimir Putin ha dichiarato al termine del summit: "Abbiamo avuto un faccia a faccia approfondito: abbiamo parlato della storia delle nostre relazioni bilaterali, della situazione attuale e delle prospettive per lo sviluppo dei nostri legami. Abbiamo discusso della situazione nella penisola coreana e condiviso le nostre posizioni sulle misure da adottare affinché la situazione abbia buone prospettive di miglioramento".

Putin ha definito "esauriente" la conversazione con Kim Jong-un sui rapporti tra le Coree e sul nucleare nordcoreano.

Quello che si è tenuto a Vladivostok era il primo incontro tra Kim e Putin.

L'incontro si svolge due mesi dopo il **summit tra Trump e il dittatore nordcoreano** tenutosi in Vietnam. Un incontro dall'esito non positivo, in quanto Stati Uniti e Corea del Nord non avevano trovato un accordo su denuclearizzazione e sanzioni.

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## Taboola Feed Displays Better Quality Sponsored Content than Previous Partners, Increasing Revenue

In the past, **TPI** worked with a content recommendation partner that didn't perform as well as they had hoped. **TPI** faced low revenue per mille (RPM) and weren't getting the service they required to be successful.

After testing **Taboola** Feed, they saw the quality of the ads improve. When they saw their revenue increase, they implemented **Taboola** Feed across all article pages.

This includes Google AMP pages, which are automatically enabled for all mobile **Taboola** Feed implementations.

The **Taboola** Feed brings the familiar continuous scrolling experience that users love to publishers' sites on the open web. This next generation below-article experience delivers engaging 'card' formats that contain a variety of content including video, articles, slideshows, and a host of third-party experiences, all personalized for the user.

**Taboola** Feed inspires users to discover more content, stay longer on site and drive significant revenue growth.



## Additional Features Including 'Next Up' and 'Read More' Increase Engagement with Organic Content

In addition to **Taboola** Feed, **TPI** uses two additional features that **Taboola** offers their publisher partners—'Next Up' and 'Read More'—to increase user's engagement with organic content.

Next Up re-engages users before they bounce by surfacing recommendations above the fold in a sticky slider unit. This produces on average up to a 4% increase in session depth and up to a 13% increase in RPM.

In addition, **Taboola**'s Read More feature increases visibility and revenue in two distinct ways—including a Read More call to action above Taboola Feed drives

higher monetization and engagement for visitors likely to bounce, while letting others read the full article. This feature requires no development work on the part of the publisher.

With **Taboola**, **TPI** has seen a **20% increase in revenue**, as well as a **15% increase in CTR for sponsored content** and a **30% increase in CTR for organic content**.

**TPI** looks forward to expanding their partnership with **Taboola** in the future as they look to continue to implement new and better experiences for their users.