



NEWS

Walla! Swaps Pagination For Continuous Scroll

Taboola Feed
on Home Page
to Increase User
Loyalty



NEWS וואלה

“We’ve seen better user loyalty and monetization of new users with Taboola Feed than any other sources. Adopting their continuous scroll environment on our homepage and category pages has allowed us to hit all of our goals—including scale, engagement and revenue.”

- Shai Klayman, Head of Programmatic for Walla!

26%

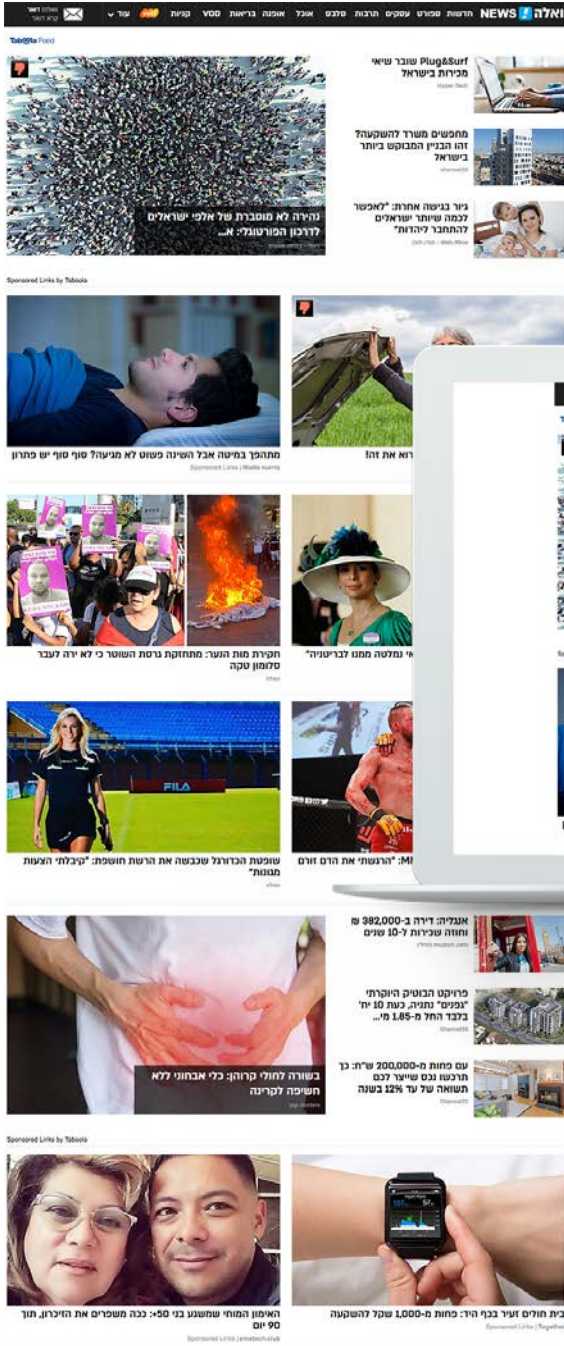
Increase in Revenue
from Taboola

3%

Increase in Site-wide
Organic Content
CTR

57%

Increase in Average
Revenue From Video



COMPANY

Walla! Communications Ltd. is an Israeli internet company headquartered in Tel Aviv, and is considered one of the most popular websites in the country.

CHALLENGE

Bring readers content that engages them with a great user experience, while improving user loyalty and scaling referral traffic with a competitive visit value.

SOLUTION

Implement **Taboola** Feed's continuous scroll solution on **Walla!**'s homepage and category pages.

RESULTS

With **Taboola**, **Walla!** has seen a **26%** increase in **Taboola revenue**, a **3% increase in site-wide organic content CTR** and a **57%** increase in **average revenue from video**.

INTRODUCTION

WALLA!NEWS is **Israel's leading news and content website** in terms of both rating and revenue.

Audience: Walla's content is delivered to 1.3 million Israeli users each day.

✔ **Rating:** **WALLA! NEWS** is the #1 **news and content website** in the local market leading in all parameters—over 500 million page views and 25 million video views each month.

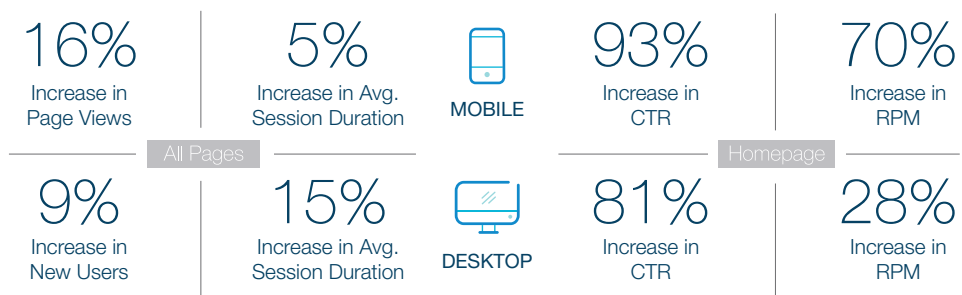
✔ **Product:** based on three main categories—editorial content with almost 20 leading channels (news, sports, culture, entertainment and lifestyle), e-mail service, advertising and a free video on demand service Walla! NEWS employs over 200 reporters, editors and photographers, bringing the news to our readers around the clock

✔ **TV Studios:** Walla's first **TV studio** was launched on January 2013.

In April 2015 the company launched a new **state of the art street-side-studio** in Tel-Aviv inspired by NBC Studios in Rockefeller Center, NYC, Sprawling over 300 square meters. Walla! invested 5 Million dollars in its construction. The studio is equipped with top-notch video and internet technologies, which enables live broadcast productions and integrates the studio and street audience, including live broadcasting via their website and mobile app.



TABOOLA FEED ON WALLA! HOMEPAGE AND CATEGORY PAGES PERFORMS BETTER THAN ALL OTHER MONETIZATION SOURCES



Walla! aimed for one thing above all others—to bring readers content that engaged them inside a great user experience. Specifically, they looked to improve user loyalty and scale referral traffic with a competitive visit value.

They initially felt limited in terms of monetization options. In the past, they relied on other alternative demand sources.

While they were driving new audiences, creating a scalable revenue model for them was an issue—these new users weren't sticking around as long as they would have liked.

Walla! implemented the **Taboola** Feed on their homepage and category pages to increase user loyalty, measuring metrics like average session duration and pages per session.

Walla! was drawn to **Taboola** Feed's continuous scroll environment, mimicking the behavior users have already adapted on social media networks.

While they saw that other monetization sources decreased user reach and average session duration on desktop, and only moderately increased on mobile, **Taboola** was able to drastically increase all metrics.

TABOOLA'S IN-FEED VIDEO AND DETACHED VIDEO SLIDER FEATURES CONTRIBUTE TO REVENUE GROWTH

Within **Walla!**'s implementation of **Taboola** Feed is **Taboola**'s in-feed video content. Within the feed environment, users are highly engaged and ready to discover new content—including video.

They've also implemented **Taboola**'s detached video slider feature, where the most recent video detaches from **Taboola** Feed and adheres to corner of screen once user scrolls past, providing more opportunities for engagement.

Walla! felt that the **Taboola** team worked professionally and pleasantly, proactively raised opportunities for growth, promoted experiments for optimization, and took into account long-term goals.