



 MEDIA

# Taboola Newsroom Alerts Support Summit Media's Editorial Teams in Making Fast, Data-driven Decisions



*“Summit Media has a diverse portfolio of 14 digital brands catering to audiences with very specific needs and wants. For us to understand and serve them better, we cannot ignore data—what they read, watch, search for, or share on social media at any given time.*”

*Taboola Newsroom presents this information in a visually appealing, easy-to-digest way that our editors love and base their content decisions on.”*

- **Jillian Gatcheco**, Deputy Editorial Director, Operations and Product Development.

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## 50%

Of Newsroom Alerts are Acted on by the **Summit Media** Team



## COMPANY

**Summit Media** is the leading digital media network for Filipinos, creating useful, entertaining, and inspiring content that will help them lead better lives and help them get ahead.

## CHALLENGE

**Summit Media** wanted a data-driven way to understand their readers better, so that they could serve them better.

## SOLUTION

Deploy **Taboola Newsroom** on **Summit Media** digital brands to inform their editorial teams' decisions.

## RESULTS

Now, over 50% of **Taboola Newsroom** Alerts are acted on by the **Summit Media** Team.

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## INTRODUCTION

**Summit Media** is one of the biggest digital lifestyle publishers in the Philippines with over 31 million unique monthly users. **Summit Media** uses **Taboola Newsroom** across all 14 of their properties to bring data into their newsroom.

Since the launch of the partnership, Taboola has become an important revenue contributor for **Summit Media** and **Taboola Newsroom** has become integral to the **Summit Media** editorial teams' workflow.

**Summit Media** aims to be the leading digital media network for Filipinos and has integrated **Taboola Newsroom** in order to use data to understand and serve their readers better.



## SUMMIT MEDIA USES DATA-DRIVEN SIGNALS FROM TABOOLA NEWSROOM TO MAKE CONTENT DECISIONS

Powered by Taboola's predictive engine and massive data set of over 1.5B internet users, **Taboola Newsroom** helps the **Summit Media** team make informed decisions about actions their editors need to take in order to optimize engagement on each of their websites.

When **Summit Media** began working with **Taboola Newsroom**, the Taboola team conducted multiple training sessions, coaching and audience development support for all of 14 **Summit Media** editorial brands, providing customized tutorials based on each team's needs.

**Taboola Newsroom** consolidates major data points related to search and social traffic, and also sends traffic reports which the team uses as a starting point for planning their editorial content.

The teams act on at least 50% of **Taboola Newsroom**'s alerts, and these alerts, combined with editorial insights, help the Summit teams make more effective decisions.

With **Taboola Newsroom**'s alerts, the team acts quickly to produce more relevant content in order to maximize pageviews from their articles.

*"If we get an alert about a particular story that's gaining traction on social media, we usually prioritize that for optimization. The alerts also help us identify which stories to highlight on our homepages. There's very little guesswork, and it speeds up decision-making for busy editors,"* said Gatcheco.

## EDITORIAL TEAMS WORKING REMOTELY ALIGNED USING TABOOLA NEWSROOM

Due to the current pandemic which prompted many offices to move to a work-from-home arrangement, all of **Summit Media**'s editorial teams are working remotely.

**Taboola Newsroom**'s data gave the different teams a singular reference point in order to help **Summit Media**'s editors all refer to the same information at the same time.

According to Gatcheco:

*"Working remotely means sending each other tons of screenshots to illustrate one's point, and to make communicating easier. Taboola Newsroom's aesthetically-pleasing layout is a fantastic way to quickly and easily inform teammates of a surge in pageviews, or a dip in engagement."*

**Taboola Newsroom** presents this data in an easy-to-digest way that the **Summit Media** editors trust and base their content decisions on.

*"We would get data from various sources, but Taboola Newsroom put all the major points together in a mobile-friendly format that's so straightforward and effortless to read,"* said Gatcheco.