



El Correo de Andalucía Successfully Strengthens Engagement and Revenue with Taboola Feed and Explore More



“Without any doubt, Taboola has made our digital transformation much easier, as they’ve allowed us to grow the number of pageviews, giving us possibilities for monetization and audience growth.”

- **Keka Alcaide**, Director of Marketing, Communication and Institutional Relations at El Correo de Andalucía (elcorreoweb.es)

10%

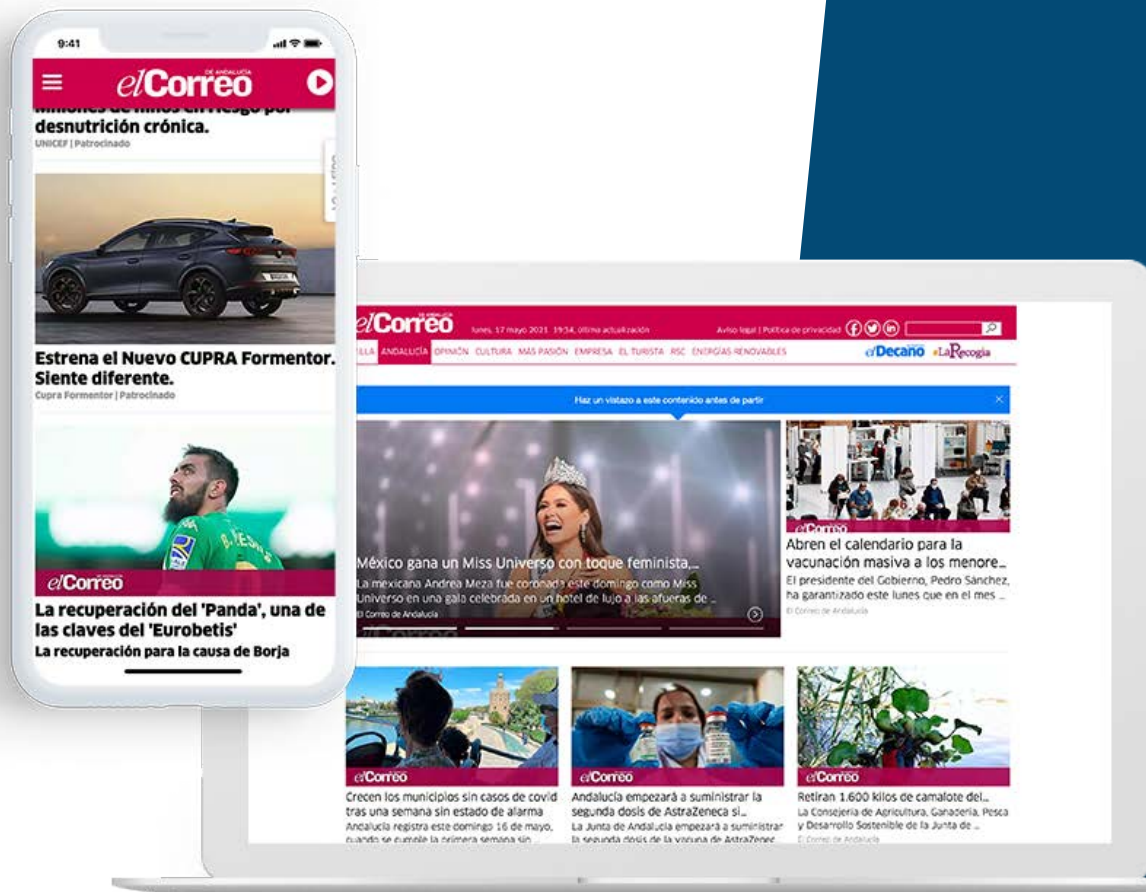
Of overall revenue comes from Taboola

277%

Increase in revenue from Taboola in two years

76%

Increase in organic click-through-rate in two years



COMPANY

El Correo de Andalucía (elcorreoweb.es) is a centennial digital newspaper based in Seville, Spain that focuses on providing valuable content for readers by responding to current issues and incidents on topics like renewable energy, tourism, CSR and business.

CHALLENGE

Increase engagement and revenue from their digital properties following the decision to sunset their print product.

SOLUTION

Work with **Taboola** to implement **Taboola Feed** and **Explore More** to surface personalized editorial and sponsored recommendations to site visitors.

RESULTS

With **Taboola**, **El Correo de Andalucía** sees 10% of it's overall revenue come from **Taboola**. Revenue from Taboola and organic CTR have increased by **277% and 76%** respectively.

El Correo de Andalucía Sees an 277% Increase in Revenue From **Taboola** Over the Course of Two Years

Introduction

El Correo de Andalucía is a centennial digital newspaper based in Seville, Spain. Founded in 1899, it has survived wars, dictatorships and persecution.

Traditionally known as a reference information newspaper in the Andalusian region, **El Correo de Andalucía** now focuses on providing valuable content for readers by responding to current issues and incidents on topics like renewable energy, tourism, corporate social responsibility (CSR) and business.

They provide a truthful, dynamic, and innovative communication service to generate content that is useful to society and their community.



El Correo de Andalucía Partners with Taboola for a Fruitful Transition from Print to Digital

El Correo de Andalucía, longstanding publication in its community, is always looking for new ways to innovate and adapt to the current times. This included a recent decision to abandon their print product to focus solely on their digital properties.

In order to create an engaging environment for their readers and to support their monetization efforts digitally, **El Correo de Andalucía** relies on a variety of channels like conventional advertising, editorial content, and multimedia broadcasting, as well as a variety of **Taboola** products.

El Correo de Andalucía uses **Taboola** Feed on article pages across desktop and mobile devices, in order to provide an infinite scrolling environment filled with personalized recommendations to their readers — both sponsored and editorial — below the article.

They've found **Taboola**'s algorithm which powers the **Taboola** Feed to be instrumental in maximizing the value of their site visitors.

Over the course of their two-year long partnership with **Taboola**, **revenue has increased by 277% and organic CTR has increased by 76%**. Currently, **Taboola** makes up for **10% of their overall revenue**.

Taboola's Explore More Feature Accounts for 60% of El Correo de Andalucía's Recirculation Traffic

As a main part of their engagement strategy, **El Correo de Andalucía** uses **Taboola**'s Explore More feature, designed to help publishers keep users on their desktop and mobile pages longer, re-engaging users by surfacing relevant content recommendations.

Currently, Explore More represents **60% of their recirculation traffic**, positively impacting their level of engagement with their readers.

Overall, Explore More has **increased revenue per mille (RPM) by 22%** and **organic CTR by 62.77%**.

As a result of the success achieved with these optimizations, **El Correo de Andalucía** looks forward to expanding their partnership with **Taboola**.