



“Taboola helped us realize the full potential of native advertising without compromising on the user experience. Taboola’s uncluttered approach to advertising has also allowed us to single-mindedly focus on content creation.”

- Gautum Anand, Founder & CEO, The Cinemaholic

285%

Increase in Ad Revenue Per Mille (RPM) in One Year

117%

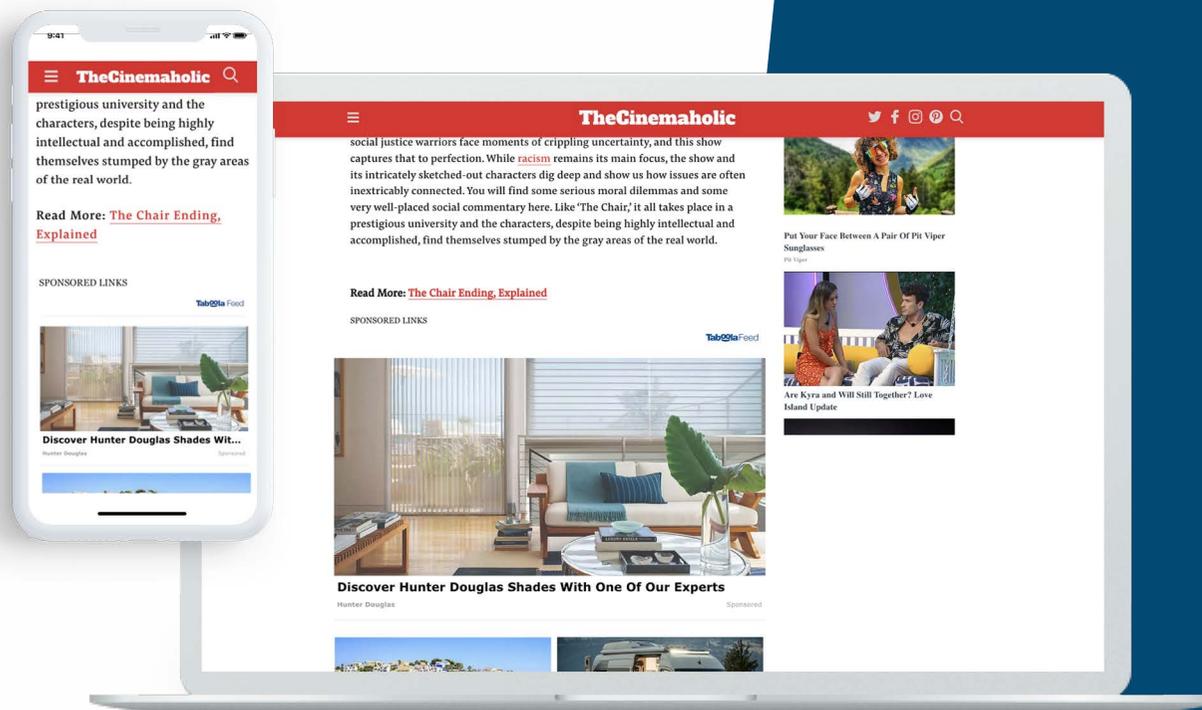
Increase in Organic Click-Through-Rate (CTR) in One Year

324%

Increase in Overall Ad Revenue in One Year



The Cinemaholic Sees Unprecedented Growth in Revenue and Engagement Over the Course of a Year with Taboola



COMPANY

The Cinemaholic is one of the most reliable sources of in-depth entertainment coverage, producing a range of content from long-form explainers to carefully curated lists.

CHALLENGE

Engage and monetize organic traffic in the wake of the COVID-19 pandemic.

SOLUTION

Work with **Taboola** to implement the **Taboola** Feed and Explore more on article pages to personalize organic content and sponsored content recommendations for readers.

RESULTS

With **Taboola**, **The Cinemaholic** saw a **285% increase in ad RPM** and an **117% increase in organic CTR** between March 2020 and June 2021. Their partnership with Taboola **grew ad revenue by 324%** during the same timeframe.

Taboola Allows **The Cinemaholic** to Monetize Unexpected Increase in Organic Traffic

Introduction

The Cinemaholic started as a passion project in 2014 and in the years since has become the fastest growing independent movie & tv news website in the world. In a short span of time, it has grown into one of the most reliable sources of in-depth entertainment coverage.

From long-form explainers to carefully curated lists, **The Cinemaholic** has everything to meet the informational needs of all types of movie, tv, and anime lovers. It is no surprise then that over 15 million cinephiles visit **The Cinemaholic** every month.

Their writers are not just movie or tv journalists, but so much more. From anime connoisseurs to film graduates, Team **Cinemaholic** is an eclectic mix of people from different backgrounds with one common purpose: to spread the love for cinema.



The Cinemaholic Captures Revenue and Engagement Growth When Organic Traffic Increases with Taboola Feed

The **Cinemaholic** is always looking for new and innovative ways to engage readers and monetize website traffic.

They started working with **Taboola** in 2019 to tackle both goals, but saw a large increase in both revenue and engagement after March of 2020, when COVID-19 was declared a global pandemic. The pandemic sent most of the world inside, where they sought information about the entertainment that was available to them through streaming services and other movie outlets.

With the **Taboola** Feed implemented on their article pages, **The Cinemaholic** was well-positioned to take advantage of the sudden and large increase in traffic to their website, while driving meaningful sponsored content and recirculated editorial content.

Not only did revenue increase, but the **Taboola** Feed was able to scale their RPM when so many other vendors couldn't — growth which has continued in 2021.

Taboola Feed brings the familiar scrolling experience that consumers love on social networks to publishers' sites across the open web. The streamlined user interface helps publishers engage readers, combat high bounce rates, and boost stagnant RPMs.

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The Cinemaholic Further Engages Readers with Organic Content Using Taboola's Explore More

In addition to **Taboola** Feed, **The Cinemaholic** implemented **Taboola's** Explore More feature to further engage readers with organic content. Inspired by common native app experiences, Explore More is designed to help publishers keep users on their mobile pages longer; re-engaging users by surfacing relevant content recommendations.

For **The Cinemaholic**, Explore More has driven almost 100,000 additional pageviews every 30 days.