

AUTO

CarScoops Increases Revenue 3x Year Over Year with Taboola Feed and Video Slider

CARSCOOPS

"Taboola has been an incredible growth partner when it comes to monetizing organic traffic. I'm convinced that our continued partnership will drive revenue growth at scale for years to come."

- **Yannis Bistogiannakis**, Head of Advertising Operations, CarScoops

3x

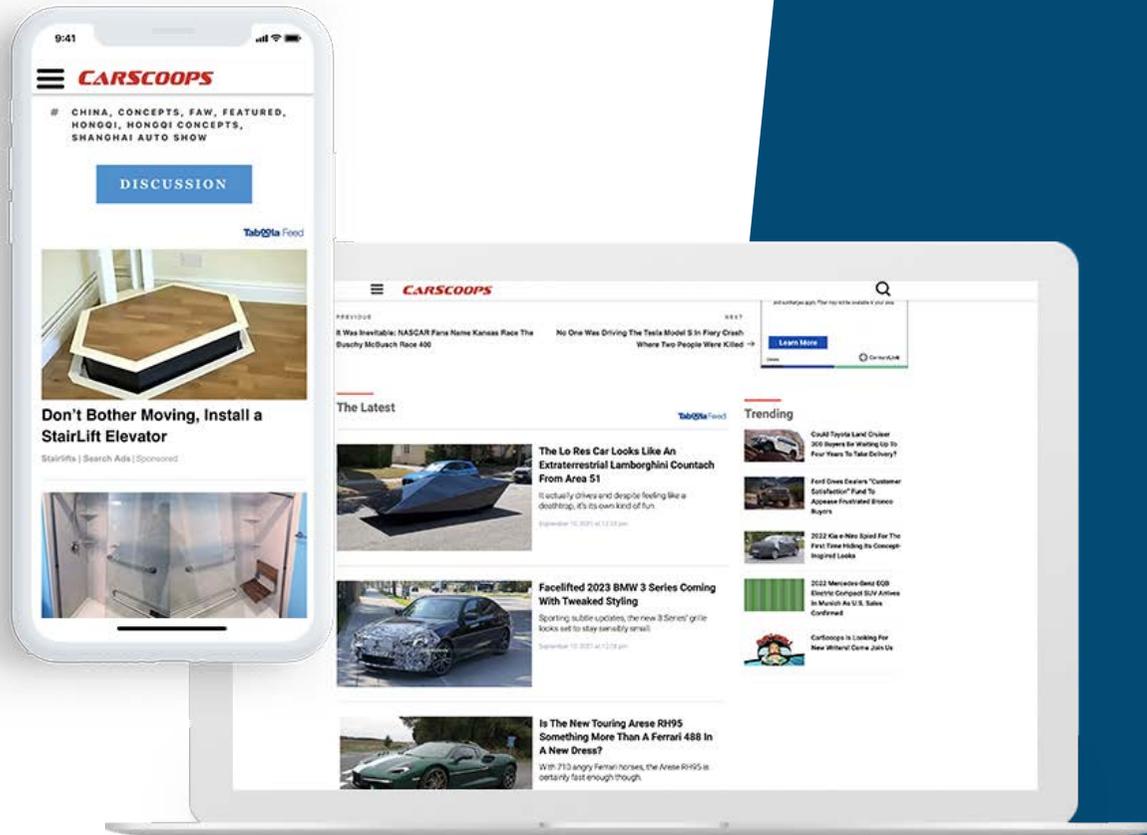
Increase in Gross Revenue Year Over Year (YoY) from Taboola

157%

Increase in Gross Revenue Per Mille (RPM) YoY from Taboola

85%

Increase in Pageviews



COMPANY

CarScoops is an online magazine for automotive enthusiasts and casual readers alike that provides its audience with in-depth coverage of all the latest news, reviews, reports, spy shots, insights and exclusives from the auto industry past and present.

CHALLENGE

Find new and engaging ways to scale revenue from organic traffic to **CarScoops** website.

SOLUTION

Implement **Taboola** Feed and video slider on the homepage, article pages and AMP pages. Further engage audiences on AMP pages with Explore More and mid-article placements.

RESULTS

With **Taboola**, **CarScoops** was able to **increase YoY gross revenue by 3x** and **RPM by 157%** with an **85% increase in pageviews**.

Taboola Products Support Growth in **CarScoops** Audience Engagement and Revenue

Introduction

CarScoops is an engaging, entertaining and informative online source for enthusiasts and casual readers alike that provides its audience with in-depth news, reviews, reports, scoops, insights and exclusives from the auto industry past and present.

From humble beginnings in 2003 as a small blog, **Carscoops** has grown to become one of the most respected and informative voices in the automotive world with a vibrant online community. Their diverse team of journalists, reviewers and bloggers are fueled by a passion for cars and a determination to bring you the best content around the clock.



CarScoops Scales Revenue From Organic Traffic with Taboola Feed and Video Slider

CarScoops produces high-quality auto content that over time has attracted an incredible amount of loyal readers each month that mostly come through organic search.

They were looking for new and innovative ways to monetize that organic traffic, and started working with **Taboola** in 2018. They implemented **Taboola** Feed and video slider on homepages, articles pages, and AMP pages and have seen significant growth over the course of the last year.

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.

Within the **Taboola** Feed, **Taboola's** in-feed video unit detaches as a user scrolls and becomes a slider unit, once the user scrolls past the card that contained the video.

With **Taboola**, **CarScoops** was able to increase **YoY gross revenue by 3x** and **YoY ad revenue by 357%**. In addition, **gross RPM increased by 157%**, while **ad revenue RPM increased by 146%**.

This growth in revenue and RPM was supported by an **85% increase in pageviews**, which was in large part due to the launch of the **Taboola** Feed on AMP pages. The Feed recommends relevant and personalized CarScoops content, which generates additional pageviews.

CarScoops Further Engages Readers on AMP Pages with Taboola's Explore More and Mid-Article Placements

CarScoop's AMP pages drive the majority of revenue for their site. In order to scale that revenue even further, CarScoops wanted to test some new, innovative technologies to surface more personalized content and ads to users on their AMP page.

Working with Taboola, CarScoops implemented Taboola's Explore More Feature, which drives **a 5.61% organic click-through-rate (CTR)** back to organic content consistently.

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.

In addition, **CarScoops** added **Taboola's** mid-article placement to AMP pages to further scale revenue, which increased RPM on article pages by 21%.

Taboola's mid-article placements are a part of **Taboola** High Impact, a package designed to achieve brand awareness KPIs with video assets for advertisers, and in turn, increase revenue for publisher partners.