 PUBLISHER

INN Implements Taboola's High Impact Placements and Sees Uplift in Revenue and Engagement



"Taboola has been a long-time strategic partner that is always looking to support us in our goal to provide the best experience possible for our readers and viewers. Taboola's latest High Impact Placement technology made an incredible impact on not only engagement with our content, but with our revenue overall."

- **Avi Shimshi** Commercial Manager, Israel National News (INN)

38%

Increase in Advertising Revenue with High Impact Placements

35%

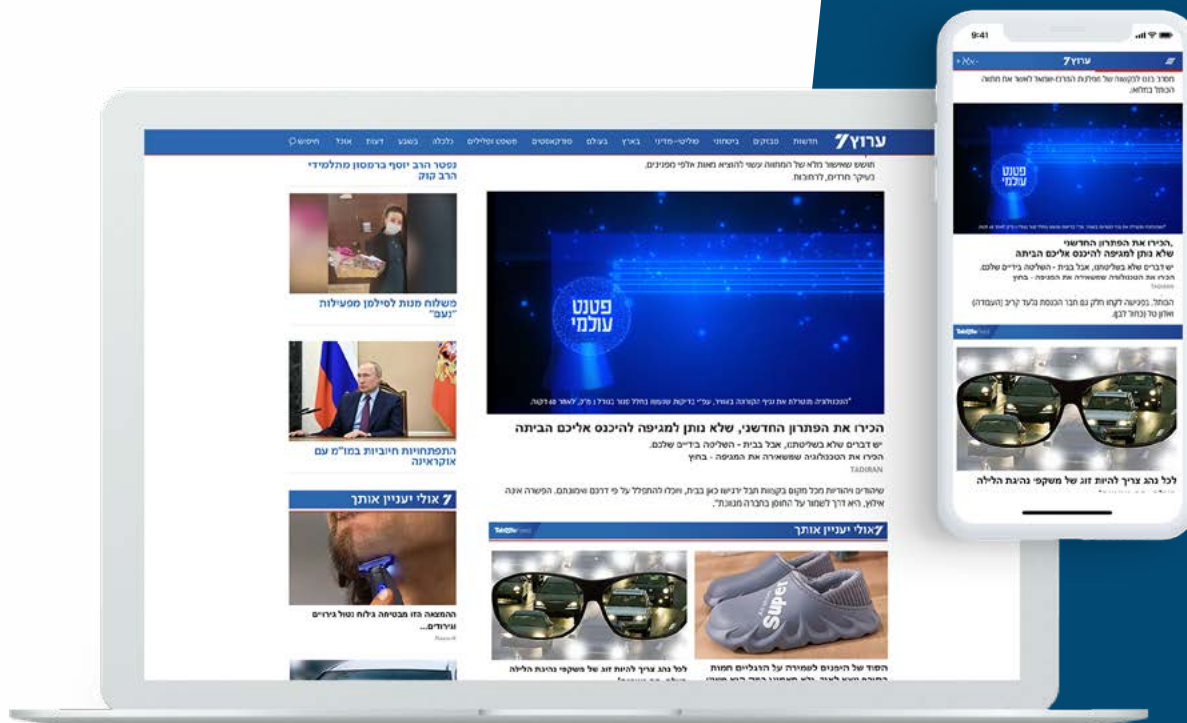
Uplift in Revenue per Mille (RPM)

15%

Increase in Organic Clicks Per Month

23%

Increase in Story Visibility on Mobile Pages



COMPANY

INN (Arutz Sheva) is one of the largest and leading news sites in the Jewish community that provides news, from reporters in Israel and abroad.

CHALLENGE

Seek innovative technologies to continuously improve the **INN** user experience, while also positively impacting revenue.

SOLUTION

Implement **Taboola's** High Impact Placements, including mid article video on desktop and mobile devices.

RESULTS

With **Taboola's** High Impact Placements, **INN increased revenue by 38%, RPM by 35%, organic clicks per month by 15%, and visibility on mobile pages by 23%.**

High Impact Placements Allow Publishers Like **INN** to Offer Brand Safe, Impactful Advertising Solutions

Introduction

INN includes three websites: **Arutz Sheva**, israelnationalnews.com and www.7kanal.co.il, which broadcasts news 24-hours a day.

News formats and content include television broadcasts, Jewish content, security sections, political affairs, children, tourism, sports, youth, medicine and more.

The **INN** Hebrew website was established with a radio station that broadcast from the sea more than twenty years ago. Today, it's one of the largest and leading news sites in the Jewish community that provides news, from reporters in Israel and abroad. **INN** currently operates three news and content sites and apps in three languages: Hebrew, English and Russian.



INN Sees Increase in Revenue After Implementing Taboola's High Impact Placements on Article Pages

INN has been working with **Taboola** since 2015 as an innovative and a strategic partner that's always looking to improve their site experience for their readers.

With this goal in mind, **INN** recently worked with **Taboola** to implement **Taboola's** new High Impact Placements on article pages. This included mid-article widget and mid-article video.

Taboola High Impact Placements can showcase organic and sponsored content, and seamlessly deliver premium video ads.

With **Taboola's** High Impact Placements, **INN increased revenue by 38%**, RPM by **35%** and **visibility on mobile pages by 23%**.

INN is Always at the Forefront of Innovative Technologies with the Israeli Market

INN is a leader when it comes to being at the forefront of innovative technologies in the Israeli market. In addition to **Taboola** High Impact, they've implemented cutting-edge solutions like Next Up and Explore More.

Taboola's Next Up re-engages users before they bounce by surfacing recommendations above the fold in a sticky slider unit. Explore More is inspired by common native app experiences, and is designed to help publishers keep users on their mobile and desktop pages longer, by surfacing relevant content recommendations after they've pressed the back button.

With Explore More, **INN** increased **organic CTR by 20%** in seven months and **RPM by 6%**. With Next Up, INN was able to **increase organic click-through-rate by 37%** and **revenue by 34%** in just five months.

INN has also implemented a continuously scrolling **Taboola** Feed on their homepage and article pages to ensure that they're always surfacing the most relevant content to every user. The addition of the **Taboola** Feed on the homepage has **increased organic clicks by 16%**.